TAX TIME! MILLENNIUM MADNESS MAGIC MOTIVATORS

Mobile BEAT

www.mobilebeat.com

The DJ Magazine

March 1999
$3.95 US
$4.95 CAN

SCOOPS:
- QSC PLX1602
- YORKVILLE DJM806
- PIONEER CDJ-100S

guide to
FOGGERS & HAZERS!

The TOP 200
AMERICA'S MOST PLAYED PARTY HITS!

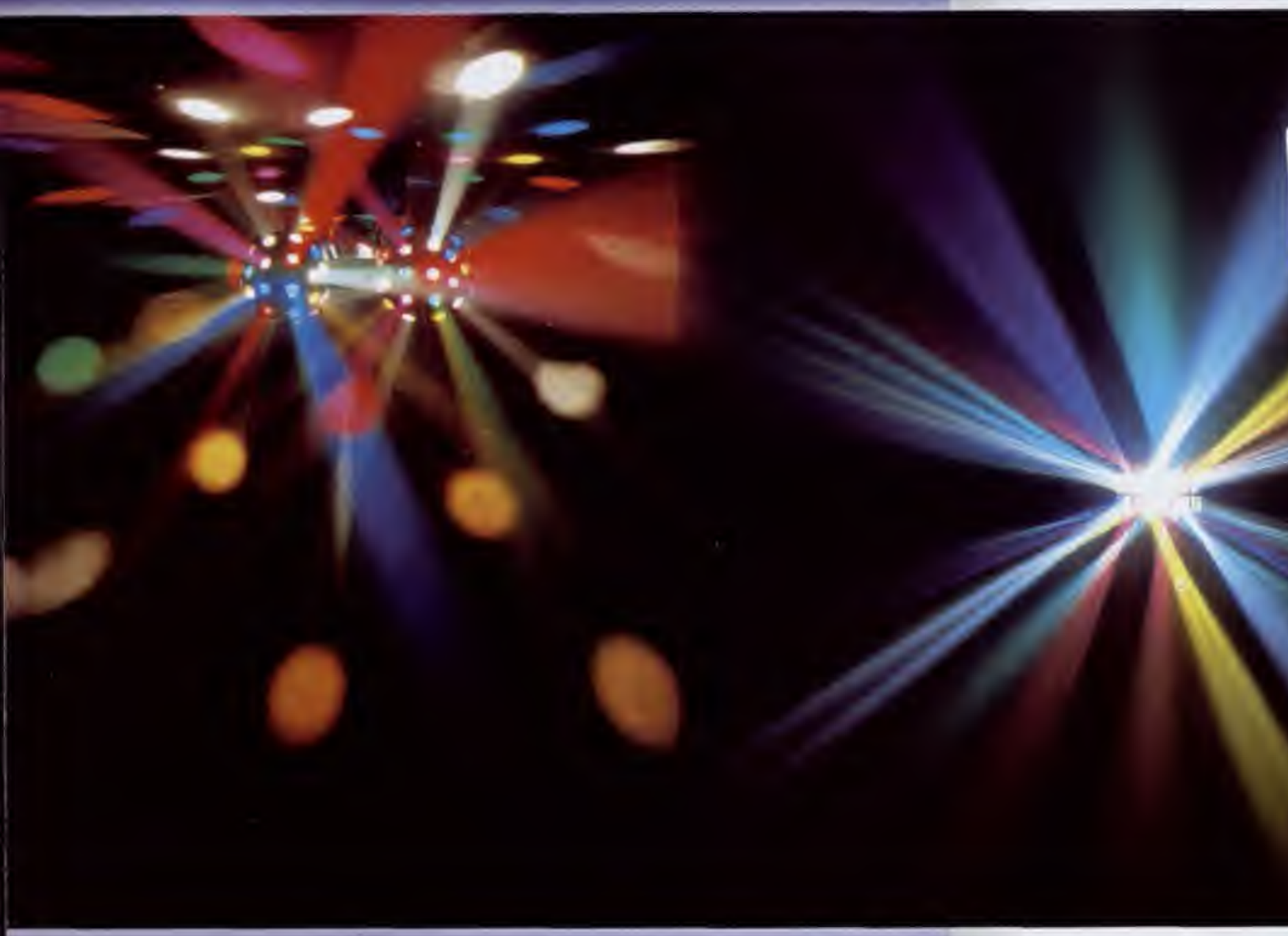
The Swing THING

01 >
0 14302 82373 1

"More is NESS"

BUBBLE MACHINE
Fast Action Hot Air Bubble Machine (BM-001)

ORCA LITE
32 Multi Color Beam Effect (DJA-46)



MINI FOGGER IV
700 Watt Compact Fog Machine (N-400)

SATURN
Rotating Double Multicolor Ball Effect (DJA-302)

So, you need quality lighting products at prices that won't leave you broke? At Ness, we know this. That's why we offer hundreds of lighting products built to specific quality standards. All at affordable prices. Intelligent lights, special effects lighting, strobes, parcans, fog and haze machines, stands, controllers and more. And since we're owned by Gemini Sound Products, we can now offer one of the best warranties in the business. See your Ness dealer today.

SNOW MACHIINE
Linkable Snow Machine (SN-100)

LASER MAGIC
Interactive Laser (LR-160)

NESS™

© 1998 Gemini Sound Products Corp., 8 Germak Drive, Carteret, NJ 07008 Phone-800-476-8633 Fax-732-969-9090
2851 Evans Street, Hollywood, FL 33020 Phone-954-920-1400 Fax-954-920-4105

presto!

American DJ®

3 INSTANT LIGHTING & DJ PACKAGES!

lighting party package
system 1
American DJ
Lighting the Future!
SOUND ACTIVE
Designed for DJs • Bands • Home Parties
1 Vertigo • 1 Laser Widow • 1 S-81 Strobe Light • 1 Lighting Video

Lighting Party Package
(System 1)

System includes:
- 1x Vertigo, Special Effect Light
- 1x Widow Baby, 4.9mW Red Laser Effect
- 1x S-81, 25W Mini Strobe Light
- 1x FREE 39 minute American DJ Lighting Video

www.americandj.com

Digital DJ Package
(System 1)

System includes:
- 1x XDM-241 "SHREDDER", DJ Scratch Mixer
- 2x MCD-10, Portable CD Players
- 1x set of Stereo DJ Headphones
- 1x Uni-directional Microphone
- All cables needed for the system
- Digital DJ Case also available for equipment protection & easy transport! (sold separately)

Quality, Affordable & Reliable Products!
designed for the working dj.

DJ Mix & Scratch Pak
A DJ Turntable Package "Ready to Plug into your Amp or Stereo." Gets you Mixing & Scratching immediately...DJ not included!!!

System includes:
- 1x XDM-2221 "SKILZ", DJ Scratch Mixer
- 2 x TTB-2010 Belt-Drive Turntables w/ cartridges
- 1x DJH-100, Stereo Pro DJ Headphones
- 1x DJM-600, Dynamic Microphone
- All cables needed to connect to your amplifier or stereo

contact us today for more information on these instant packages, an authorized American DJ dealer in your area or a FREE product catalog!

800.322.6337

e-mail: info@americandj.com

Distributed in Canada by: Sounds Distribution 416-299-0665 • e-mail: sales@soundsdist.com

TABLE OF CONTENTS...

SPECIAL FEATURE

DJ SHOPPER...

PAGE 62

GUIDE TO

FOGGERS & HAZERS

Mobile BEAT
The DJ Magazine
#51 FEBRUARY / MARCH 1999

Marketing

NETWORKING OUTSIDE THE BOX 48

There are several networking groups for DJs that are not DJ associations. Larry Rodkin tells which ones may be your best sources for new leads.

Special Feature

MILLENNIUM MADNESS 70

You know what Y2K is. Robert Lindquist gives his take on the affects it may have on your business, and how to prepare... just in case.

Reality Check

KEEPING YOUR VIPS 78

Established, long term relationships with clients who book one or more times each year can represent a big chunk of your business. Mark Johnson offers some suggestions on how to keep them happy.

Crowd Pleasers

THE SWING THING 86

Throw on your drape and get ready to beat it out. The twirls want to cut a rug. John Rozz explains Swing in a style that's duck soup. Ring-A-Ding!

The Votes Are In!

This year's Top 200 music list features what DJs said they played most. Find out what did and didn't make the list!

...starts on page 51

EQUIPMENT

It's Hot 20
Scoops:
QSC PLX1602 36
Yorkville DJM806 38
Pioneer CDJ-100S 44

BUSINESS

In Your face 68
Tax Time! 75
Inviting Profits 104

MUSIC

P.S.W.C.D.T. 92
Music News 94
What's New from Motown 109
DMA Top 50 Chart 119

PERFORMING

It's Tune-Up Time 60
Three To Go 66
Some Like It Hot! 82
Singles Aren't the Source 107
The Show Must Go On 122

KARAOKE

Don't Eat That Mic 110

ETCETERA

Feedback 10
Juice 16
LDI Update 18
'99 MB Show Update 54-55
Ad Index 120

SPIN IT
MIX IT
PROTECT IT

CDJ-1200
TOP LOAD COMPACT DISC PLAYER

- Digital Output via BNC Jacks
- Pitch Control ±12%
- Pitch Bend
- Single Play/Auto Cue
- Quick Response Jog Wheel
- Multi-Function LED Display
- Precision Frame-Accurate Search

CDM-1000
PROFESSIONAL STEREO MIXER

- 4 Stereo Channels
- 8 Inputs plus 3 Mic Inputs
- Balanced Master Outputs
- -26dB Cut EQ
- Recessed Crossfader
- LED Meters for Each Channel

DJC-CDM
DJ CASE

- Heavy Duty Corners and Handles
- Carpet Finish
- Other cases available for 10" and 19" mixers

Imagine what it would be like to have total control over your music. An amazing concept. And now with Gemini you can have that control. The CDJ-1200 CD Player and CDM-1000 Pro DJ Mixer offer almost unlimited control, so you can create virtually anything you hear. See your Gemini dealer today or check us out at www.geminidj.com

gemini®
SOUND PRODUCTS WITH SOUND IDEAS

© 1999 Gemini Sound Products Corp., 8 Germax Drive, Carteret, NJ 07008 Phone-732-969-9000 Fax 732-969-9090 • 2851 Evans Street Hollywood, FL 33020 Phone-954-920-1400 Fax-954-920-4195

TRACK ONE

Was Prince Right?

At the time it was a hit, the lyrics "Two thousand zero zero... party's over... out of time" related to a far off futuristic fantasy. Amazing how time flies. The year 2000 is closing down on us fast and we may not be ready. If you've already tired of hearing about Y2K and its potential to dog bite technology, you are in for an exhausting year. Our culture is about to be buried under a huge mound of information and it will be up to each of us to determine what's fact and what's fiction. Just remember: Regardless of what you read here, or elsewhere, the inescapable fact is that no one will be able to assess the damage until well into the new millennium. With an eye toward the news that will affect you and your business, we offer, in this issue, the first of several overviews defining the troubles and trends of this, the last year of the 20th century.

On a more upbeat note, this is our annual Top 200 issue featuring our annual countdown of the songs that mobiles coast to coast carry in their basic musical arsenal. With a growing number of DJs voting at our web site, this year's list is the most accurate ever. There are plenty of surprises and newcomers providing you a perfect opportunity to update your library and fill in the gaps so you can "party like it's 1999"... because it is!

Robert Lindquist
Editor in Chief

28441 S. Tamiami Trail, #210, Bonita Springs, FL 34134 • tel: (800) 972-2736 / (941) 498-9080 • fax: (941) 498-9392
PLANET KARAOKE
The Greatest Gear on the Planet and Beyond!
Unparalleled Service • No Gimmicks • Same Day Shipping • Everything In Stock • 20 Years Experience
Pro DJ Products
Pioneer, Denon, Crown
Stanton, BST
Gemini, KAM
Sound & Lighting
Martin, Yorkville, Audix
DOD, Stewart,
Crown, RCF,
ETA VEI
Karaoke
Music & Equipment
CD+G • LD • DVD • VCD
Pioneer, Music Maestro,
Sound Choice, Sunfly,
Chartbusters, Pocket Songs,
Pop Hits Monthly & More!
e-mail: jmd@planetkaraoke.com
web site: www.planetkaraoke.com

Mobile BEAT
The DJ Magazine

FEBRUARY/MARCH 1999 - ISSUE #51

PUBLISHER: *LA Communications Inc.*

EDITOR-IN-CHIEF
Robert A. Lindquist

PUBLISHING DIRECTOR
Michael Buonaccorso

PRODUCTION MANAGER
Reneé Lassial

ADVERTISING SALES MANAGER
Art Bradlee

CIRCULATION & CLASSIFIEDS
Stephanie Scott

NEW PRODUCTS EDITOR
Dan Walsh

TRADE SHOW SALES
Steve Jacob

STAFF ARTIST
Jeff Marinelli

CONTRIBUTING WRITERS FOR THIS ISSUE
Jim Kerins • Mark Johnson
Dave Kreiner • Jay Maxwell
Kyle McPeck • George Mohr
Bob Popyk • Larry Rodkin
John Rozz • Robert Taylor • Steve Wozniak
Thomas Edison

HOW TO REACH MOBILE BEAT MAGAZINE

For subscriptions, change of address or back issues, you can contact us by mail at:
P.O. Box 309, East Rochester, N.Y. 14445

Shipping Address:
One Mobile Beat Tower,
1782 Penfield Road, Penfield, NY 14526
tel: (716) 385-9920 • fax: (716) 385-3637

or via the Internet: e-mail: mobilebeat@aol.com
The Web: http://www.mobilebeat.com

Back issues of Mobile Beat Magazine are available (subject to availability) at $5 (In Canada: $6/US funds).

Mobile Beat Magazine (ISSN 1058-0212) is published seven times per year by LA Communications Inc., P.O. Box 309, East Rochester, N.Y. 14445. Ground shipments to: 1782 Penfield Road, Penfield, N.Y. 14526. Periodical postage paid at East Rochester, N.Y. and additional mailing locations.

Subscriptions rates - U.S. and possessions: $23 for one year, $40 for two years or $55 for three years. Canada: $33 for one year, $50 for two years and $75 for three years. All other countries: $60 per year. Subscriptions outside the U.S. must be paid in U.S. currency.

Postmaster - Send address changes to Mobile Beat Magazine, P.O. Box 309, East Rochester, N.Y. 14445.

Copyright © 1999 by LA Communications Inc. All rights reserved. Reproduction of copy, photography, or artwork prohibited without permission of the publisher. All advertising material subject to publisher's approval.

5-YEAR TRANSFERRABLE WARRANTY!

1400 WATTS. $599.*

M-1400i M-1400i M-1400i M-1400i M-1400i M-1400i

THE M-1400i IS SO BULLET-PROOF THAT WE BACK IT WITH A FIVE-YEAR TRANSFERRABLE LIMITED WARRANTY.

VARIABLE LOW CUT FILTERS MAXIMIZE YOUR SYSTEM'S BASS OUTPUT.

BUILT-IN 63Hz/125Hz CROSSOVER LETS YOU ADD SUBWOOFERS WITHOUT EXTRA ELECTRONICS.

T-TUNNEL COOLING WITH MASSIVE FRONT PANEL INTAKE MANIFOLD, 40CFM FAN AND TWIN MIRROR-POLISHED HEAT EXCHANGERS LET THE M-1400i RUN 2 x 18" BASS BINS ALL NIGHT LONG IN HOT CLUB ENVIRONMENTS.

THE M-1400i IS IN STOCK RIGHT NOW AT YOUR NEAREST MACKIE DEALER.

1400 WATTS
4-OHM BRIDGED

1000 WATTS
8-OHM BRIDGED

700+700 WATTS
2-OHM STEREO

500+500 WATTS
4-OHM STEREO

300+300 WATTS
8-OHM STEREO

* suggested U.S. retail list price

© 1998 Mackie Designs. All rights reserved. Mackie and the "Running Man" are registered trademarks of Mackie Designs Inc.

MACKIE

MADE BY THE MACKOIDS IN WOODINVILLE, USA

800/898-3211
www.mackie.com

M-1400i M-1400i M-1400i M-1400i M-1400i M-1400i

I DO EVERYTHING FOR

MAXIMUM

Introducing the new Pioneer EFX-500 DJ Effector

It's the first EFX designed for us. Pick the effect, link it to the beat, apply it to low, mid or high frequency. Choose the effect intensity, monitor the effect and master level, and control the balance between the source and the effect. Even drive other MIDI devices. And that's just "scratching" the surface. Every feature is designed to let a Pro DJ take it to the edge–and beyond. If you need more control than this, start your own country.

Compact for portability: Only 8 11/16" H x 10 7/8" W x 2 1/2" D

For more info, call 800-782-7210, or catch us on the web at www.pioneerusa.com/pro_dj

EFFECT

PHOTO BY ADAM-MICHAEL GARBER

UNDERGROUND HOUSE DJ ROGER SANCHEZ HAS EARNED AN INTERNATIONAL REP WITH HIS REMIXES OF HITS LIKE JANET JACKSON'S "THE BEST THINGS IN LIFE ARE FREE," THE POLICE'S "WALKING ON THE MOON" AND JAMIROQUAI'S "HIGH TIMES." HE EVEN HAS HIS OWN LABEL, NARCOTIC RECORDS!

SELECTABLE EFFECT FREQUENCY:
APPLY EFFECTS ONLY ON THE SELECTED FREQUENCIES (LOW, MID, HI).

INPUT/OUTPUT LEVELS:
VISUAL LEVEL METERS PLUS BALANCE CONTROL.

MIDI IN/OUT THRU:
CONTROL THE CLOCK SIGNAL OF OTHER MIDI INSTRUMENTS.

SOURCE / EFFECT LEVEL BALANCE CONTROL:
CONTROL THE BALANCE BETWEEN THE ORIGINAL SOURCE LEVEL AND THE SELECTED EFFECT.

ISOLATOR:
3 BAND EQ (LOW, MID, HI)
+6dB BOOST & CUTS TO INFINITY.
CAN VIRTUALLY ELIMINATE INSTRUMENTS OR VOCALS.

DIGITAL JOG BREAK:
CREATE SCRATCHING EFFECTS (ZIP), FLANGER EFFECTS (JET), VARIABLE FREQUENCY FILTER EFFECTS (WAH), FUTURISTIC COMPUTER EFFECTS (RING), MODULATION OR FUZZ EFFECTS WITH THE LARGE JOG DIAL.
JOG BREAK METER VISUALLY DISPLAYS MOTION OF THE JOG DIAL.

BEAT EFFECTS:
AUTO BPM COUNTER MEASURES THE BEAT OF THE MUSIC AND HAS BPM-LINKED EFFECTS (DELAY, ECHO, AUTO PAN, AUTO FLANGER, AUTO TRANSFORMER).

AUTO BPM EFFECT BUTTONS:
1/4, 1/2, 3/4, 1, 2, 4 TIME.

EFFECT MONITOR:
MONITOR SOUND EFFECTS AND MASTER SOUND PRIOR TO FINAL OUTPUT.

Pioneer

Xcite
Vital. Sensory. Stimuli.
The X Interactive Mixing Stations from MTX.
A synergy between you, the machine, and your audience to ignite the ultimate in entertainment.
For total creative control. Instantaneous execution.
Excite the bodies on the floor like never before.
MTX AUDIO
4545 E. Baseline Road
Phoenix, AZ 85040
602-438-4545 or 1-800-966-1370
X interactive

FEEDBACK

Up on urban

[Regarding] the article "Dance Rap" (October/November '98), being that I am originally from New York I consider myself to be of urban origin. As we all know, rap music is of urban origin, with the first major hit coming from a rap group from New York called The Sugar Hill Gang. With this little bit of background knowledge, maybe I can help you understand dance rap and change your top 25 song list so that it might go over a bit better at a culturally diverse party, club, or whatever, with the average person being between the ages of 16-35.

You almost hit it on the nose when you say that "what people are actually requesting when they don't want rap music played is the type with explicit or violent lyrics." This statement would only be true outside of major metropolitan areas. In today's dance rap there are numerous songs with explicit lyrics that are hit songs. For instance, "I Don't Want To Be a Player No More" by Big Punisher has enough sexual content in it to offend one of our well-known political [and sexually promiscuous] leaders, yet it has been known to pack many dancefloors worldwide.

In stating that "the following songs are great party songs for people who claim they don't like rap" could only be true if it were the first time that a person had heard only some of the songs before or if they were drunk . I'm not saying that all 25 songs are bad, but some of them should have been left off of your list. Those songs are:

#	Title	Artist
5.	U Can't Touch This	*MC Hammer*
11.	Funky Cold Medina	*Tone Loc*
15.	Busta Move	*Young MC*
16.	I Miss My Homies	*Master P*
17.	Ice, Ice Baby	*Vanilla Ice*
23.	1,2,3,4 Sumpin' New	*Coolio*

The other 19 songs would work fine for a dance set early in the night just before you get your 11:30 p.m. to 1:00 a.m. club heads in the door. To replace the six songs that I have taken out, try these for great success on any dancefloor all night:

Title	Artist
I Don't Wanna Be A Player No More	*Big Punisher*
Hypnotize	*Notorious BIG*
Stayin' Alive	*Wyclef Jean*
Put Your Hands Where My Eyes Could See	*Busta Rhymes*
I've Been Around The World	*Puff Daddy, Mase and Notorious BIG*
We Be Clubbin'	*Ice Cube*

Add these songs to your list and you should have a great dance rap set suitable for all ages, genders, and most cultures (if you play the edited radio versions!).

I would appreciate it very much if you would put in an article here and there that showcases an R&B or nightclub DJ (there are enough of those two out there). Maybe you could even add a top 50 R&B dance chart or even a top 20 R&B chart. After all, you said it yourself, "Two decades have seen rap music grow to become one of the most controversial styles of music, as well as one of the most commercially successful types of entertainment."

Now that's a rap.

Keith Colon

Less *IS* more

Nice article in January's issue entitled "Technical Overkill." I, too, am a subscriber of the "Less is More" attitude when it comes to gigs. True, it would be nice to have at your disposal all the spectrum analyzers, one third octave EQs, compressors, delays, reverbs, etc. (and some do) but, the only question in my mind is, why?

What it really comes down to is: Did your client and their party have a good time? Not: Did you dazzle them with all of your technical stuff? I have used analyzers in live situations only to find people in the club or hall very annoyed with the pink noise, which caused me to re-evaluate what I was doing and start EQing by ear. Not perfect, but it gets the job done. In regards to difficult rooms, I've found that adjustments in the crossover low/high level section (if you are biamped) will help in a lot of situations. EQ, I feel, is highly overused in a lot of situations.

Adam Gottfried,
Shelby, Montana

ANTI-SHOCK™

the music never stops

Introducing Numark's CDN-34 The Worlds First CD Player With:

- *12 Seconds of Anti-Shock Memory*
- *True Buffered Instant Start*
- *Seamless Looping With Edit Function*
- *Stuttering on the Fly*
- *Interactive Pitch Bend Wheel*
- *Auto-Cue Dead Space Elimination*
- *Enormous Illuminated Backlit Display*
- *Track Sequence Programming*
- *BPM Counter*

perhaps the finest CD player ever built

Numark

THE LEADER IN DJ TECHNOLOGY

11 Helmsman Road, No. Kingstown, Rhode Island,02852
PHONE: 401-295-9000 FAX: 401-295-5200 WEB: www.numark.com

FEEDBACK

We stand corrected

The VHF frequency chart accompanying the article "Is This Thing On?" (*MB* issue #48) is in error. The channels referenced are NOT television channels, but the arbitrary channel assignments of a particular manufacturer's brand of wireless products. This is an especially important point, one in which I once got burned. I purchased a Samson microphone on "channel 2," but kept getting interference. When I checked the operating frequency I found that Samson's channel 2 was actually in the middle of TV channel 8! Since we have a channel 8 in the area, the problem became apparent.

It is important when buying wireless products to steer clear of locally used television channels, and the channel numbers on most manufacturers' products do not refer to television channels. Listed in figure #1 are the U.S. authorized television high-band VHF frequency assignments.

As a basis for comparison, figure #2 is the channel assignment for Samson's VLP-series wireless microphones, and the corresponding TV channel. Please keep in mind that Nady, Radio Shack, and other manufacturers use different channel references, which makes things more confusing when purchasing several systems.

If you plan to purchase a wireless microphone in this (or any other) band, ensure that it is ordered on an unused frequency for your area of operation. The main point of all this is not to confuse the channel numbers used by different manufacturers with those of assigned television channels.

Lenny Gemar
Jacor Communications, San Diego
LennyG@netbox.com

Figure #1

Channel	Frequency (MHz)
7	174-180
8	180-186
9	186-192
10	192-198
11	198-204
12	204-210
13	210-216

Figure #2

Samson Channel	Frequency (MHz)	TV Channel
0	174.6	TV7
1	177.6	TV7
2	181.6	TV8
3	183.6	TV8
4	186.6	TV9
5	190.6	TV9
6	192.6	TV10
7	195.6	TV10
8	196.6	TV10
9	199.6	TV11
10	202.2	TV11
11	208.2	TV12
12	211.2	TV12
13	213.2	TV13

Rev·o·lu·tion·ary \ adj,

1 a: departing sharply from the traditional or usual.

The Denon DN-M2300R is the ultimate DJ MiniDisc machine, featuring dual playback drives, as well as editing and **recording** capabilities. Imagine the flexibility of creating **custom edits** and producing your own dance compilations. The potential of MD is limitless.

Five **"Hot Start"** function keys are available on each drive. This feature allows you to access a total of ten different tracks or points within a track instantly. And unlike sampling, there are no memory limitations. A very cool feature!

Can't find your play list? No problem! With the DN-M2300R, you can select the next track by choosing the **Next Track Reserve** function, which allows you to select a track with its track number and song title without interrupting the current playback. In record mode, you can internally dub the disc name and track name. You'll never need to rename tracks again.

Of course, the unit is also equipped with all of the standard Denon features including **Pitch Slider**, **Pitch Bend**, **Auto Cue**, **Instant Start**, and a **Jog/Shuttle Wheel** as well as **A-B Looping**. Check out the DN-M2300R at your local Denon dealer and see why MiniDisc is about to revolutionize your world.

REC

HOT START

MiniDisc

DENON

The First Name In Digital Audio

Denon Electronics Division of Denon Corporation (USA), 222 New Rd., Parsippany, NJ 07054, (973) 396-0810
Denon Canada, Inc., 17 Denison St., Markham, Ontario, Canada L3R 1B5, (905) 475-4085
Labrador, S.A. de C.V., Zamora No. 154, 06140 Mexico, D.F., (52-5) 286-5509

Visit our web site: www.del.denon.com

Show Time!

THE INSIDE SCOOP... BY MIKE BUONACCORSO

Mobile Beat picks... CLEVELAND!

Cleveland?... Cleveland? YES! After extensive research and fact finding missions throughout the U.S., *Mobile Beat Magazine* is excited to announce Cleveland, Ohio as the site of our first SUMMER Mobile Beat DJ Show and Conference, **June 28, 29, and 30, 1999.**

It's a classic American city enjoying a you-gotta-see-it-to-believe-it renaissance. It's the place to be for the DJ Event of the Summer of '99 on the rockin' Northcoast Harbor! From the opening night party at the world famous **ROCK AND ROLL HALL OF FAME AND MUSEUM** to the nightlife in The Flats Entertainment District, featuring over 60 exciting restaurants and nightclubs, you will always be in the heart of it all.

The seminars and exhibits will be held at the Cleveland Convention Center, right across the street from our host hotel, the Sheraton Cleveland Centre, where our traditional pre-show social event will be held Sunday evening, June 27, as well as the legendary DJ Appreciation Night, with a whole new twist. Something new for the Summer Show in terms of registration will be a "pay as you go" menu, which allows for greater flexibility for those who cannot attend the whole event or would like to bring a guest to one specific part of the show.

Easily one of the most accessible cities to get to, and to get around in, we are looking forward to a terrific show! **For more info, see pages 54-55.** There will be more details in future issues, and be sure to check out the Mobile Beat Show Web site for the latest developments (www.mobilebeat.com/djshow). Make your plans now and join us in CLEVELAND!

Mobile Beat DJ Show & Conference 1·9·9·9

ALL ROADS LEAD TO CLEVELAND!

Island Cases...
The DJ Specialists!

Rack Cases
18 Space Rack w/Recessed Hardware
8 Space Rack w/Surface Hardware
10 Space Rack w/Lid Stand Panels
Rack Mixer Case
8 Space Rack w/Recessed Hardware

Island Cases

1121-20 Lincoln Avenue • Holbrook, NY 11741
Toll Free: 800-343-1433 • In NY: 516-563-0773
Fax: 516-563-1390

Create
a show they'll remember.
SampleTrak.

Sample it, stretch it, twist it and turn it with real time control. Write songs with the on-board sequencer. Take it to warp drive with 22 new effects. AutoSync different tempos without changing pitch. Resample it in the digital domain. Store your sounds. 'Cause when you're done, you'll have a show all your own.

SampleTrak. The first sampler that lets you create, not just imitate.

THE ZOOM SAMPLETRAK DIGITAL SAMPLER/SEQUENCER/EFFECTS PROCESSOR

ZOOM
CATCH US IF YOU CAN

Every Zoom product is distributed in the USA by Samson Technologies Corp., P.O. Box 9031, Syosset, NY 11791-9031
Phone (516) 364-2244 • Fax (516) 364-3888 • www.samsontech.com ©1999 Samson

JUICE

Singing with the stars

When Lorraine Crook of TNN's *Crook and Chase Show* needed help with her singing, she called upon one of America's top karaoke promoters: Scott Shirai. Shirai, author of the book *Karaoke: Sing Along Guide to Fun and Confidence*, joined Crook and Chase and country singing star Aaron Tippin for an impromptu karaoke show broadcast on October 15. After picking up a few quick techniques from Shirai, Crook stepped up front to belt out "I Will Survive." Not to be upstaged by his co-host, Charlie Chase followed with "King of the Road" wearing a Burger King-like crown. Aaron Tippin topped the trio with "D-I-V-O-R-C-E" wearing a blond, Dolly Parton style wig. Producers say it was one of the best shows to date... watch for it in the reruns.

Karaoke on TNN. (left to right): Lorraine Crook, Karaoke King Scott Shirai, and Charlie Chase.

Celebrate National Karaoke Week!

In addition to appearing on the *Crook and Chase Show*, Scott Shirai has been stepping up his mission to keep karaoke in the spotlight. Through his efforts, Chase's *Calendar of Events* has accepted an entry for National Karaoke Week. It's April 18-24. Shirai says the designation was sought out to help unite KJs, karaoke suppliers, and help place karaoke at the center of national attention. "KJs and big producers should get together and promote the heck out of this... it's got big potential to help generate business." Chase's *Calendar of Events* is an annually-published encyclopedia of events which organizations use to build events around. It is available through bookstores for around $60.

In Shirai's home of Honolulu, Hawaii, he's working with a locally-televised karaoke show on a program to coincide with official proclamations from the governor and mayor. He encourages KJs coast to coast to do the same in hopes that National Karaoke Week will become a tradition across America.

Customware Systems

45 Reasons to Buy NOW !

Customware
InfoManager™
An Event Based Business Management System For Entertainment Agencies And Mobile Disc Jockeys
Windows 95 / Windows NT

- **44 NEW FEATURES** *have been added (Build 6.00)*
- **1 SPECIAL COMBO PACKAGE** *with the* **NEW** *MusicManager v3.0 music library tracking software (compatible with CDValet™ and CDDB for CD scanning)*

Try It Out For **FREE !**

InfoManager v2.0

MOBILE DJ BUSINESS MANAGEMENT SOFTWARE

Call ***(972) 867-7729*** *or Download @ www.cwarenet.com*

Customware Systems, Inc.

$50 Off Retail Price if Ordered by 2/28/99

SONY

What's all the buzz about? The new MDS-DRE1 - Sony's most advanced MiniDisc Recorder/Player designed specifically for the professional DJ. Equipped with Sony's exclusive BackTracking feature, the MDS-DRE1 allows DJs to playback, edit and record tracks "on the fly" from any source while a song is being played, as well as create customized mixes and audio transitions in real time. Add to that a swarm of features including easy Jog Dial, separate speed and pitch controls during playback, 8 Hot Start memories for instant song access, and 32 cue memories for locating song phrases. So don't just wing it. Do your best work on the fly. For more information call 1-800-635-SONY ext. FLY or visit our website at www.sony.com/proaudio.

LOOP EDIT AND REMIX TRACKS ON THE

©1998 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony and the MiniDisc logo are trademarks of Sony.

At LDI:

Congratulations to American DJ Supply on winning the award for "Best Light Show in a Large Booth" at the 1998 LDI (Lighting Dimensions International) Show held in Phoenix, AZ., November 13-15, 1998. The Arizona-themes tribute featured music from the Grand Canyon Suite. It was designed and programmed by Isaac Young and Ron Ramirez.

Honored at LDI. Ed Maidel, vice president of marketing and sales for Stanton Magnetics, Inc. welcomes their California reps, Image Marketing, to Stanton's Million Dollar Club. Left to right: Maidel with Bob Rufkahr, Chuck Rufkahr and John Grandinetti.

DMC World DJ Championships

The spectacle: 30 DJs from around the world competing before a standing-room-only crowd of 3,000, in a six hour mixing marathon. The event: the DMC World DJ Championships, held last October 16-18, at the Palais des Sports in Paris. Previously staged in Italy and the U.K., this marked the event's first time in France. This global competition has been gaining prestige for the last 14 years, reflecting the steady growth in the popularity of creative "scratch" mixing.

Sound for the event was provided by Audiolite, a regional sound and lighting rental firm. Rather than mixing as they would for a band, Audiolite's main task was to guarantee precise, powerful sound, faithfully reproducing the style of each DJ loudly and clearly, so that the judges and the audience could evaluate the DJs' skills. They accomplished this by using JBL's HLA system, including 16 HLA 4895 three-way speakers and 12 HLA 4897 bass units in two hanging arrays. "The sound has been excellent. This is the best we've had for our international competition," noted host Tony Prince, president of DMC International.

When it was all over, the top three mix masters were: 1st - DJ Craze, 2nd - DJ Crazy B., and 3rd - DJ A-Track of the Bay Area DJ crew, Invisibl Skratch Piklz, whose members have won a total of five previous world titles.

www.skbcases.com
ROAD RAGE
2416 DJ single turntable transport system
CD ROLLER
Convenient rolling case for Compact Disks.
Rugged military design means maximum strength and unsurpassed protection.
DJ COFFIN
The road-ready 5817-DJ dual turntable transport system provides the ultimate in protection and convenience.
MINI-RIG
Introducing the roto-molded, tilt-top mixer/rack combo from SKB. 10 space ratcheted tilt-up top for your mixing board and 6 space rack below - all in a compact, incredibly strong roto-molded shell.
LP 300
Heavy-duty WHEELED case for transporting up to 300 LP's. Engineered for the pro.
Worldwide Sales Headquarters - Miami, FL
Manufacturing and Corporate Headquarters - Orange, CA
SKB
305.378.1818
fax 305.378.6669

Ergonomically shaped handles (pat. pending) from our X-Array™ concert speakers are comfortable to lift from any angle

Eliminator™ uses American-built EV components, pure titanium compression drivers and heavy-duty cast-frame woofers

RoadWood™ enclosures make Eliminator™ strong and light

EV's High-Q 60° x 40° constant-directivity horn will deliver the sound where the Eliminator™ is aimed

Ring-Mode Decoupling (RMD™) eliminates enclosure and component resonances for cleaner, more detailed sound and true dynamic integrity

300-watt continuous power handling

THE GAP HAS BEEN NARROWED BETWEEN WHAT YOU WANT AND WHAT YOU CAN AFFORD.

The Eliminator™ Sub comes with an 18-inch steel pole to elevate the full-range system above the heads of the audience

Eliminator™ Sub has a built-in crossover so it can be paralleled with the full-range system on a single amplifier, no electronic crossovers required

Steel grille and heavy-duty corners

Cast-frame EV 18-inch woofer has 400-watt continuous, 1,600-watt short-term power handling for room-shaking bass

© Telex Communications, Inc.

Eliminator™. The name may be a blast from the past, but the performance enhancing technology comes directly from the EV X-Array™ concert systems–the touring rig selected for the Rolling Stones' Bridges to Babylon tour. The all-new Eliminator™ and Eliminator™ Sub make the desirable, truly affordable. For more information call 800/234-6831 or visit our website at www.electrovoice.com. You can also check them out in person at your local EV dealer.

Electro-Voice 600 Cecil Street Buchanan, MI 49107 616/695-6831 800/234-6831 www.electrovoice.com

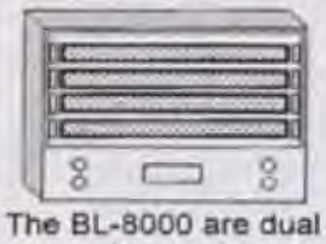
EV Eliminator

Dual CDJ-700/DJM-500 is JB's answer to housing your Pioneer CDJ-700s and DJM-500 mixer plus 1 or 2 wireless microphones.

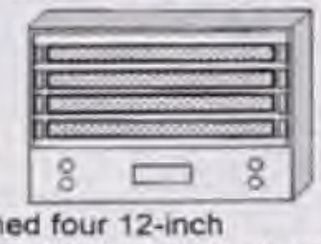
Special $345.00

1316 West Chester Pike, Suite 190
West Chester, PA 19382
(610) TAP-CASE -- (610) 827-2273

JB CASE COMPANY



Only $295



The BL-8000 are dual self-contained four 12-inch bulb units. JB Case has disposed of the fear of breaking blacklights in transit. These units are tripod mountable or to be set on table tops. These units also have a dual AC outlet on the back of each one (10 amps).

CDT-100 is commonly referred to as our "Cocktail Box". This unit features: CD player, Tape Deck, 100 watt amp, and an enclosed speaker system that must be heard to believe. This unit is tripod mountable, able to link to another speaker via 1/4" jack and is also perfect for remote ceremonies!!
Reg: $1,250.00

Special Price: $1,150

IT'S HOT

High-end Mic, Low-end Cost

You probably thought Sennheiser only made high-end microphones exclusively for studio use and featuring high price tags. Surprise! They are now offering the E815-S, a general purpose mic with the smallest price tag in company history. Yet it certainly promises the same reliability as other Sennheiser products. Expect high sound pressure levels, consistent feedback rejection, and clarity of signal. The unit's silent on/off switch comes in handy for professional-quality announcing and karaoke applications. The E815-S also includes a cable and 1/4-inch adapter. Now you can have a Sennheiser mic of your very own without completely emptying your wallet first. MSRP: $109

Sennheiser
1 Enterprise Drive, P.O. Box 987, Old Lyme, CT 06371
Tel: (860) 434-9190 / Fax: (860) 434-1759
Web site: www.sennheiserusa.com

Get a Grip!

The Record Grip is a unique supplement to the common slipmat for purveyors of vinyl vibes and is offered by K-A-B Electro-Acoustics. It is designed to improve sound quality by reducing the effect of external vibrations. It fits over a turntable spindle to snugly grip the LP you are spinning. The natural rubber clamp grips with a push and a turn, but does not stress bearings or place an additional load on your turntable's drive or suspension, according to the manufacturer. The Record Grip is 2.5 inches wide by 1.125 inches tall and works with spindles up to 5/8 of an inch tall. MSRP: $29.95

K-A-B Electro-Acoustics, P.O. Box 2922, Plainfield, NJ 07062-0922
Tel: (909) 754-1479
Web site: www.KABusa.com
E-mail: info@KABusa.com

Take a Load Off

Mobile DJ confession time. You have secretly wished you could take one of those well-padded stools over by the wet bar and hide it behind your audio rig so you could take a load off your aching feet. But, being a consummate professional, you've never acted on this impulse. Well, now there is a product available that provides an alternative to standing all night or...standing all night. (Sitting is never an option, is it?) It's called the DJ Sit/Stand. Its secret is that it allows you to lean without sitting down completely, thus preserving your height presence while reducing strain on your feet, shins, calves, and back. The DJ Sit/Stand features a padded seat, adjustable height, tilting and swiveling ability, and automatic return to center. It weighs 17 pounds and carries a 5-year limited warranty. You could really give your body a break with this "lean" machine. MSRP: $299.95 each (volume discounts available)

Evergreen Marketing Inc.
4 Poinsettia Court, Baltimore, MD 21209
Tel: (800) 296-2596 / Fax: (410) 486-3425
Web site: www.evergreenmarketinginc.com
E-mail: f4green@erols.com

PLANET DJ
TM

Numark

Available Now!
CDN-34
• Anti-Shock Memory - *Just Try and Make it Skip!*
• *TRUE INSTANT START!*
• Built-in BPM Counter!
• Seamless Looping!

All A DJ Needs

Numark
It's the
DJ IN A BOX
INCLUDES:
(2) TT-1700 Turntables
(1) DM-900 Mixer
(2) Powered Speakers
(2) Headshells with Cartridges
(2) Slipmats
And Come with All The Cables and Instructions!

PIONEER

CD-100-S
• Turntable Effects!
• Fast Front Loading!
• Vibration Proof!

Vestax

PMC-06 PRO
• Adjustable Fader Curve!
• Hamster Switch!
• Replaceable Pro-Cross Fader!

MTX
The P215H
• Dual 15" Full Full Range System
• 300W ea RMS
• Freq. Response 36Hz-20kHz
• *5 Year Warranty!*

Numark

TT-1910
• Direct Drive
• ±10% Pitch Control
• Anti-Skate Adjustment
• Available in Blue or Black

American DJ

CHECK THIS OUT!
AMDJ System 1
INCLUDES:
(1) Vertigo
(1) Laser Widow
(1) S-81 Mini Strobe

Call Now To Get You Amazing Low Price! Mail Order Prices not available in Retail Stores!
VISA MasterCard DISCOVER
1-800-404-8230
3050 Mill Street • Reno, NV 89502
CHECK US OUT AT:
WWW.PLANETDJ.COM
OR E-MAIL US AT
info@planetdj.com

Mix the Beat and Serve It From a Platter

The platter for your vinyl cuisine is the XL-500 turntable from Gemini. It is a direct-drive, manual model which includes feather-like touch start/stop control, adjustable pitch control, a strobe illuminator, anti-skate adjustment, a pop-up target light, and an XLR lamp connector. The XL-500 also comes with an S-shaped tone arm, a headshell, solenoid electric brake, and a dust cover. Weight is 26 pounds.

Combine your mix ingredients with the BPM-250 or BPM-1000 stereo preamp mixers with LED beat monitors. The BPM-250 is a 10-inch, 3-channel unit with 7 inputs, while the BPM-1000 has 4 channels, 9 program inputs, 3 mic inputs, channel LEDs and balanced master outputs. Both units feature: digital beats per minute display with beat offset indicator; -26dB "Extreme Cut" on the rotary low, mid, and high controls for each channel; and a recessed, removable crossfader. A 12-volt BNC light jack, 1/4-inch XLR combo mic jack, talkover switch, DJ booth output, and cue section are also included on both models. Use these utensils to synchronize your musical flavors and watch the crowd come back for a second helping.

Gemini Sound Products Corp.
8 Germak Drive, Carteret, NJ 07008
Tel: (800) 476-8633 / (732) 969-9000
Fax: (732) 969-9090
Web site: www.geminidj.com
E-mail: int-sls@geminidj.com

IT'S HOT

Look Out for the Twister

Get party-goers twisting again (like they did last summer) in a vortex of colored light from the SuperTwister, new from LyteQuest Pro. This unit features 19 multicolored lenses producing 38 beam effects that can be sound activated with adjustable sensitivity. The SuperTwister is fan cooled and is available in 120-volt or 230-volt versions. Each unit is shipped with two bulbs and a hanging bracket, and is covered by a one-year limited warranty. MSRP: $159.95

Gemini Sound Products Corp.
8 Germak Drive, Carteret, NJ 07008
Tel: (800) 476-8633 / (732) 969-9000 Fax: (732) 969-9090
Web site: www.geminidj.com / E-mail: int-sls@geminidj.com

The Littlest Light Show

A light show you can wear on your belt? The Gecko-Star is a beeper-sized flashing light display with four surprisingly bright LEDs (2 red, 1 blue, 1 green) controlled by a microprocessor. It generates seven primary patterns with over 100 variations, including different flashing speeds and brightness levels. At full power consumption, the Gecko-Star should stay lit for at least 10 hours. Essentially, this little unit lets you *be* the light show, especially in "disco flasher" mode. It could also come in handy when your vehicle breaks down, or if you want to send an SOS in Morse code across a darkened room. Or just wear it everywhere you go and really freak people out. Go ahead, we dare you. MSRP: $30.

Gecko Enterprises, Inc.
4305 W. 13 Mile Road, Royal Oak, MI 48073
Tel: (248) 288-3800 / Fax: (248) 288-3899
E-mail: geckolght@aol.com

Tired of lugging, switching and searching for your CDs ?
Put them in your lap...

DJPower®

5000 CD quality songs on a laptop.™

*Optional remote control gives you control when you're away from the equipment.
*No comprimise on sound quality.
*Requested songs are at your fingertips.
*Program an event in advance and retrieve it later.

DJP-LT13

DJP-LD12

Unique Capabilities:
- Pitch and Volume Control
- Cue on Second Sound Card
- Automatic Beat Mixing
- Automatic Compression & Recording Studio

Windows 98
Audio Mpeg Layer3
Complete Hardware Packages

Download FREE demo from our websit, or we can mail you a CD.

The world's smallest professional DJ sound system !™

DJPower International LLC, 501 Doodara Drive, Los Altos, CA 94024, USA (650) 964-5339
www.djpower.com

DJM 806

powered DJ mixer

800 Watts !

Silentfan™ cooling

BNC light-jack

Switchable phono / line stereo inputs

Peak / hold VU meter

Two zone outs – one equalized and one flat

2-year transferable "even if you break it" warranty*

7 band stereo EQ assignable to zone or main outs

3 microphone channels with XLR / 1/4" combo jacks

Digital effects with 255 presets

3-band channel EQ

2 x 400W @ 4 Ohms
2 x 240W @ 8 Ohms

19" rackmount option

Interchangeable X-faders for emergency field repairs

High output headphone circuit

Smooth, 60mm long-throw faders

United States
Yorkville Sound Inc.
4625 Witmer Industrial Estate, Niagara Falls, NY 14305
Tel: 716.297.2920 • Fax: 716.297.3689

www.yorkville.com

Canada
Yorkville Sound
550 Granite Court, Pickering, Ontario L1W 3Y8
Tel: 905.837.8481 • Fax 905.839.5776

* valid in USA and Canada only

IT'S HOT

Karaoke Goes Wandering With Record Results

New from VocoPro is a well-rounded karaoke system with all the tools necessary for you to give singers a great experience, all in one mobile box. It's called the Wanderer and, true to its name, it features wheels, handles, and a compact size (23.25" x 18.375" x 15.75"), so it can go with you anywhere. A CD/CD+G player with a 19-step digital key controller enables you to show your performers the lyrics to their songs (on a separate video monitor) while also easing the song into their key with no tempo change. You can also make them feel more professional with a built in digital echo. A three-way, six-speaker system with 90W + 90W of power ensures that voices will be heard. Two mic inputs are included, as well as input/output jacks for other audio and video devices. The Wanderer comes with a microphone and nine CD+G discs to start you rolling on the road to karaoke fun. MSRP: $899

To add an extra touch to your karaoke show, VocoPro has also released the CDG-X3mkII, which not only allows you to play CDs and CD+Gs, but also to record one or two live vocals to cassette, mixed with the CD soundtrack. This unit is also equipped with digital echo and a 19-step digital key controller to further enhance performance. Separate volume controls are provided for the two main mic inputs, while an additional rear panel jack can be used for a mic or other inputs not needing echo. The CDG-X3mkII also features three audio inputs and two video inputs. It measures 6" x 15.5" x 17". MSRP: $749

I-MC VocoPro
14840 Valley Boulevard #I, J, K,
City of Industry, CA 91746
Tel: (626) 968-9878 / Fax: (626) 968-1998
Web site: www.vocopro.com

Five-Fingered Response

The AT2505, a 1,250-watt, five-channel power amplifier from Amplifier Technologies, Inc. (ATI), was designed with custom installations in mind, and allows for multiple configurations. Applications of its five-channel capability could involve two stereo combinations for different rooms with a subwoofer in one, or the creation of a powerful "surround" feel in a large room.

This unit offers an output of 250 watts per channel into 8 ohms and 375 watts per channel into 4 ohms, with no more than 0.03 percent THD and a 120dBA signal-to-noise ratio, while all channels are working simultaneously. Clean sound is assured by wide-bandwidth (3Hz-50kHz) power circuitry that yields a flat 20Hz-20kHz frequency response within +0, -0.1dB.

ATI has made this amp easy to service, with the DMC® (Detachable Modular Component) system, which allows removal of the individual amp modules. You can quickly locate an inoperative channel by way of an FFI® (Fuse Fault Indicator) for each amp module.

The AT2505 is backed by a seven-year, limited warranty that includes parts and labor. Other features include remote power-on via a control console or preamp, a 3KVA toroidal power supply, gold-plated connectors, and touch-proof binding post outputs. Each channel also has its own 625 square inch heat sink. Dimensions are 17" x 8.75" x 18" standard, or 19" x 8.75" x 18" rackmount; weight is 106 pounds. MSRP: $2,695

Amplifier Technologies Inc.
19528 Ventura Boulevard #318, Tarzana, CA 91356
Tel: (818) 343-4777 / Fax: (818) 343-7444
Web site: www.ati-amp.com
E-mail: amptech@ix.netcom.com

You're The One

UHF Series One is the latest effort in wireless microphone technology by Samson Technologies to help you achieve high-performance without leaving your budget in the dust. Choose either a UH1 handheld transmitter or UT1L beltpack transmitter to go with the UR1L receiver. Multiple lavalier and headset options are available, as well as microphone elements for a variety of applications. The true diversity UR1L receiver works in the 800-806mHz range and features S.A.W. (Surface Acoustic Wave) circuitry for improved reception, as well as a multi-segment RF level meter, audio frequency level control, squelch control, audio peak LED, antenna A/B indicators, and both balanced XLR and 1/4" outputs. Each receiver takes half a rackspace and can be paired with another UR1L by using an optional rackmount adapter.

MSRP: $499.99 - $999.99 for complete mic systems, depending on configuration; DR2 1U rackmount for 2 UR1L receivers - $34.99

Samson Technologies
P.O. Box 9031
Syosset, NY 11791
Tel: (516) 364-2244 / Fax: (516) 364-3888
Web site: www.samsontech.com

Serious About DJ's

Numark

Mixers & Samplers

DENON

Dual CD Players

GRAND OPENING of Abracadabra's All-New Super Store!

American DJ

Lighting & Effects

- Huge Music & Equipment Showroom
- Live demonstrations
- Expanded DJ Records Music Dept. packed with Vinyl & CD's
- Rentals & Repairs Service Area
- Guaranteed Lowest Prices

ElectroVoice

Speakers & Amps

CREST AUDIO

OPEN 7 DAYS! Visit Us Today!

Don't miss our Grand Opening Specials all month long!

CHARGE IT! WE SHIP VIA... UPS

WE'VE MOVED!! OUR NEW ADDRESS:
1015 Sunrise Highway (at the intersection of Route 231) N. Babylon, NY 11704
1-800-355-SPIN (7746) In N.Y. Call: 1-516-667-2300
www.thedjproshop.com

AMPLIFIERS • RACKS & CASES • MIXERS
TURNTABLES • LIGHTING • TRUSSING
MICROPHONES • SAMPLERS • CD PLAYERS
CASES & RACKS • CARTRIDGES • SPEAKERS

Abracadabra
The DJ Pro Shop

IT'S HOT

A Firmly Packed Performer

Are you looking for a CD player that's petite in the price department but pumped up with enough professional features to really carry your show? American DJ Supply's latest addition to its team of DJ CD players, the DCD-Pro 300, aims to flex its muscle for you with the following: 30 programmable tracks, 10 cue memory points, auto-cue, beat counter, ±12% pitch control with display, digital outputs, and 1/75 of a second frame search. A jog/shuttle wheel with four scan speeds, an instant-return pitch bend wheel, and a large LCD display give you the performance power you expect. The DCD-Pro 300's specs include 8x oversampling, total harmonic distortion of .02%, an 88dB signal-to-noise ratio, and 80dB channel separation. All this is poured into a svelte 11-pound player unit and 4.5-pound control unit; both are 19-inch rackmountable. A two-year warranty is standard. MSRP: $699.99

American DJ Supply
4295 Charter St., Los Angeles, CA 90058
Tel: (800) 322-6337
Fax: (213) 582-2610
Web site: www.americandj.com

EFFECT LIGHTS

U.L. LISTED PAR CANS

PACKAGE SYSTEMS

MAJOR BRAND NAME AUDIO PRODUCTS

mbt® Lighting & Sound
Division of MBT International

Lighting and Sound Products for the:
- Touring Band
- Mobile D.J.
- Theater
- Nightclub

INTELLIGENT LIGHTS

LAZER EFFECTS

MORE INTELLIGENT LIGHTS!

FOG, SNOW, HAZE AND BUBBLE MACHINES

Phone (843) 763-9083 Fax (843) 763-9096
P.O. Box 30819 Charleston, SC 29417

Celebrations™

EVENT SUPPLIES

Over 80 new items!

Call for a FREE 1999 Color Catalog.

Phone: 888-864-3992 Fax: 800-888-1490

Ask about FREE shipping.

IT'S HOT

Let Out Your True Emotions

AKG's Emotion™ Series microphones provide a cost-effective way to get your message across clearly, or to help your karaoke singers express what's in the depths of their souls. The D770 dynamic cardioid mic, and the D880 and D880S supercardioid mics are all designed to help you produce a clear, high-output vocal performance. One of the ways AKG has developed to accomplish this is Varimotion Technology™, a patented process which allows them to make diaphragms with tolerances formerly only found in expensive studio mics. Your performances will also benefit from their Doubleflex™ Technology, a two-way elastic suspension system that isolates the mic capsule, thus greatly reducing the handling noise commonly found in lower cost microphones. A neodymium magnet assembly assures a high output level. So let it all out, with Emotion. MSRP: D770 - $124.80; D880 - $138; D880S - $150

AKG Acoustics, U.S.
1449 Donelson Pike, Nashville, TN 37217
Tel: (615) 360-0499 / Fax: (615) 360-0275

SKB Cases: Believe You Can Fly

A flock of new cases from SKB Corporation will give your equipment the ability to "fly" in complete safety. You can transport your rackable gear and a mixer with the Mini Rig, the latest in SKB's Gig Rig line. It has room for six rack spaces worth of equipment in its lower compartment and 10 in its upper pop-up rack. The upper rack features a unique ratchet system, which allows easy adjustment of your mixer to an optimum creative launch angle. It also retracts with one button-click for quick takeoff after the gig. For added convenience, the Mini Rig is equipped with bottom grooves that let it perch securely atop other SKB rackmount cases. Side handles and locking covers are standard. The Mini Rig, model number SKB-19-1006, is available now, with a suggested list price of $299.95.

If you fly with discs of vinyl, SKB has a couple of new options for getting your all-important turntable to the show and back again unscathed with the new SKB-2416DJ DJ Turntable Case. Inside, you'll find a foam liner that makes a secure nest for your turntable. Outside, a gasket seals out moisture and dust and the bumper system absorbs shock while protecting the case's cam latches and handles. The protective shell is made of field-tested, "military style" molded polyethylene. The resulting structure weighs a feather-like 10 pounds and meets ATA 300 Cat 1 specs for airline shipping containers. If needed, you can flip the cover over and use it as an interlocking base to raise your turntable to new heights. You can also mount a mixer between two SKB-2416DJ cases for a stage look of a different feather. This model lists for $229.95.

Also for the serious vinyl pilot is the new SKB-5817DJ DJ Road Roller, a coffin-style case that won't drag you down with a lot of extra weight. This case weighs only 30 pounds (according to SKB, the lightest coffin available), and also meets airline specs. Its construction is similar to that of the single turntable case, with these added features: lockable draw latches, heavy-duty molded-in wheel system, spring-loaded retrieval handles, and a slanting, nine-space rack unit between the two turntable compartments. Suggested retail is $599.95.

Both the SKB-2416DJ and the SKB-5817DJ carry a lifetime limited warranty. For more information on these and other SKB Mobile DJ cases, contact them at: SKB Corporation; 13501 S.W. 128th Street, Suite 204, Miami, Florida 33186; Tel: (305) 378-1818 / Fax: (305) 378-6669; Web site: www.skbcases.com.

BUY DIRECT & SAVE

SIX STAR DJ

DJ's #1 STOP WAREHOUSE

PRO AUDIO, SOUND & LIGHTING

WE WILL BEAT ANY PRICE!!

CHAUVET Double Derby
UNBEATABLE PRICE $109

CHAUVET Mushroom
UNBEATABLE PRICE $89

CHAUVET Wildmoon-2
NEW $139

CHAUVET ColorStar Multicolor/Tunnel w/ 2 Effect Dishes
NEW $139

CHAUVET Fog Machine w/ Free Fog Juice
$89

CHAUVET Octupus CH-204
NEW LIGHT

800 WATT POWER AMP
$279

Technics SL1200
$439

CHAUVET Comet CH-203
NEW LIGHT

CHAUVET Line Dancer
$159

CHAUVET Alien CH-209
NEW LIGHT

sonic TM-15 - $199
DJX-215 - $289
2 Year Warranty

PRO DJ COFFINS
10" or 19"
$69

CREST AUDIO AMPLIFIERS CA &VS SERIES
Call For Best Price

Numark CDN-34
$899

Numark CDN-24 Dual CD Player with Loop & Reloop
$599

MTX
P15H - $249
P215H - $349
P-15T - $199
5 Year Warranty

CD CASES
HOLDS 110 CDs
$40

MIXER COMBO CASES
All Sizes Available
From $79

Portable Trussing
$149

Numark CDN-22 Dual CD Player
$499

WE SHIP VIA.. UPS DAILY

We Stock A Complete Line Of DJ Equipment, Lighting, DJ Cases, Cabinets & Accessories at
WHOLESALE PRICES

921 EAST 11TH ST., #101
LOS ANGELES, CA 90021
VISIT OUR WEBSITE: www.sixstardj.com

IN L.A. - (213) 488-0198
OUTSIDE L.A. - (888) 6 STARDJ
782735

6-STAR-3

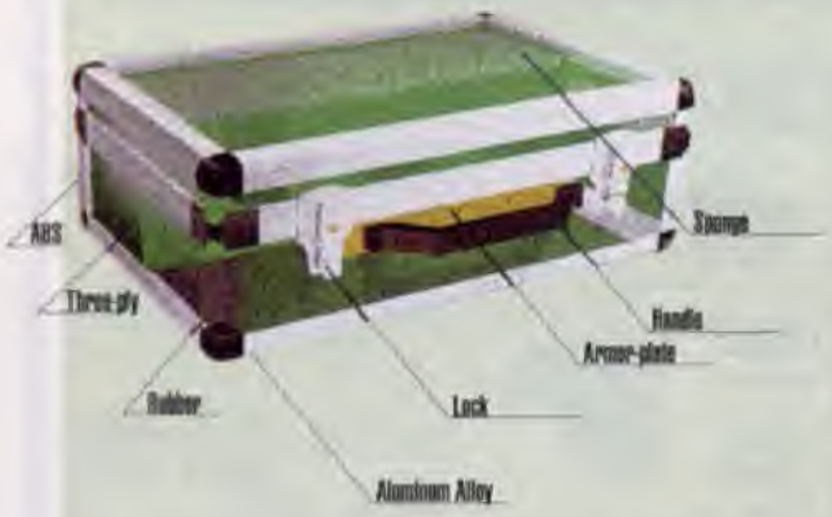
Choose Your Weapon

Intimidation UK threatens to get your pulse racing with its Reloop line of mixers, including the new RM-1000Pro and Killer models. The RM-1000Pro is a three-channel unit, providing line and switchable phono/line inputs for channels two and three, and a mic/line input on channel one. A talkover switch is included on the mic channel. Manipulate your sound using the three-band EQs with -30dB of cut, gain controls, PFL switches and indicators on all channels, along with the beat indicators and crossfader for channels two and three. Master, record, and booth outputs let you hear the results. The Killer is a leaner, meaner machine, designed with battle mixing in mind, right down to its military look. It has two channels with a line and phono input for each and a mic channel with tone controls and talkover switch. Master and record outputs are supplied. You can punch your mixes into submission with the low, mid and high kill switches for each music channel. All faders and pots on both mixers are made by Alps. MSRP: RM-1000Pro - $309; Killer - $229

CaseAge (U.S. Distributor)
P.O. Box 131693, Staten Island, NY 10313
Tel: (718) 370-6773 / Fax: (718) 370-8273

IT'S HOT

Protect Your World of Music



Toptone Manufacturing wants to help you carry your music safely, to anywhere on the planet—or beyond. To do this, they've introduced a new line, DJ World™ Ultra Light Flight cases. Model CD-300 holds 250 discs in pro sleeves and model R-80 stores 80 LPs. The outer shell of each case is lightweight, scratch-resistant ABS (acrylonite-butadiene-styrene-copolymer), which is among the most durable plastic materials available. Underneath is 1/8" plywood and an armor-plate framework designed to withstand extreme outside pressure. Metal handles are strategically fastened directly to the armor plating. Recessed safety latches provide an added element of security. No matter how large a segment of the globe you will be trotting, DJ World Ultra Light Flight cases are designed to keep your important music collection in tip top condition. MSRP: CD-300 - $159; R-80 - $189

Toptone Mfg. Inc. 1830 Belcroft Avenue, S. El Monte, CA 91733
Tel: (626) 401-9901 / Fax: (626) 401-3688
Web site: www.toptonemfg.com

Crossing Over

If expanding your sound with a biamped or triamped system is a personal priority, give your attention to the recently improved SR823 and SR834 stereo/mono crossovers from DOD. Both models provide controls for two frequency bands in stereo mode and three bands in mono mode. They're configurable for a mono subwoofer connection (low frequency, summed) in stereo applications. These units feature active 24dB Butterworth crossover filters to assure flat frequency and coherent phase responses, as well as bypassable 15Hz fourth order Butterworth filters. All inputs are RFI filtered and outputs are electronically servo-balanced. MSRP: SR823 - $259.95, SR834 - $299.95

DOD Electronics Corp.
8760 S. Sandy Parkway, Sandy, UT 84070
Tel: (801) 566-8800 / Fax: (801) 566-7005

"Our speakers are comparable to BAG END, but...
Here's the scenario: You walk into your dealer. You ask if they have BAG END speakers. They say "No, but we have speakers that are comparable, but... "But what?!" You say,
What? They don't have enough bass?
What? They're not as clean?
What? They're not as punchy?
What? They're not as compact?
What? They can't handle the power?
ELF™
ELF-1
TA2000-C
S18E-C
Time-Aligned®
When someone tells you they have a speaker that's "Comparable to BAG END, but..." What they mean is
...the BAG ENDs are better!"
ELF™ is a trademark of Long/Wickersham Labs. Time-Align® is a trademark of E.M. Long Associates. BAG END® is a trademark of Modular Sound Systems, Inc.
BAG END Loudspeakers
22272 Pepper Road
Barrington, Illinois 60011 USA
Voice 847 382 4550
Fax 847 382 4551
www.bagend.com
BAG END
MOBILE BEAT

DA-20MKII DAT RECORDER

102MKII STEREO CASSETTE DECK

202MKIII DUAL DUBBING CASSETTE DECK

You create The Beat.

130 3-HEAD CASSETTE DECK

CD-A500 CASSETTE/CD DECK

We'll Take The Heat.

CD-450 PROFESSIONAL CD PLAYER

302 DUAL AUTO REVERSE CASSETTE RECORDER

PORTA 02 MINISTUDIO®

414 PORTASTUDIO®

424MKII PORTASTUDIO®

Put TASCAM DJ Tuff® gear in your rig, and when your audience is fired up the beat goes on without fail. TASCAM CD players, MiniDisc recorders/players, DAT recorders, Portastudios® and Cassette decks handle the most punishing venues encountered by today's professional DJs. That's because TASCAM products are built to be incredibly durable. And TASCAM's legendary audio quality always rises above the crowd. Fact is, the artists you spin every night depend on TASCAM recording gear to create their hottest sounds. Depend on TASCAM to create yours. See your authorized dealer for a hands-on demonstration of TASCAM DJ Tuff® professional recorders and players.

TASCAM FAX-BACK 1-800-827-2268

For more information on TASCAM DJ Tuff® gear, call TASCAM Faxback at 800-827-2268 or visit the TASCAM web site at www.tascam.com

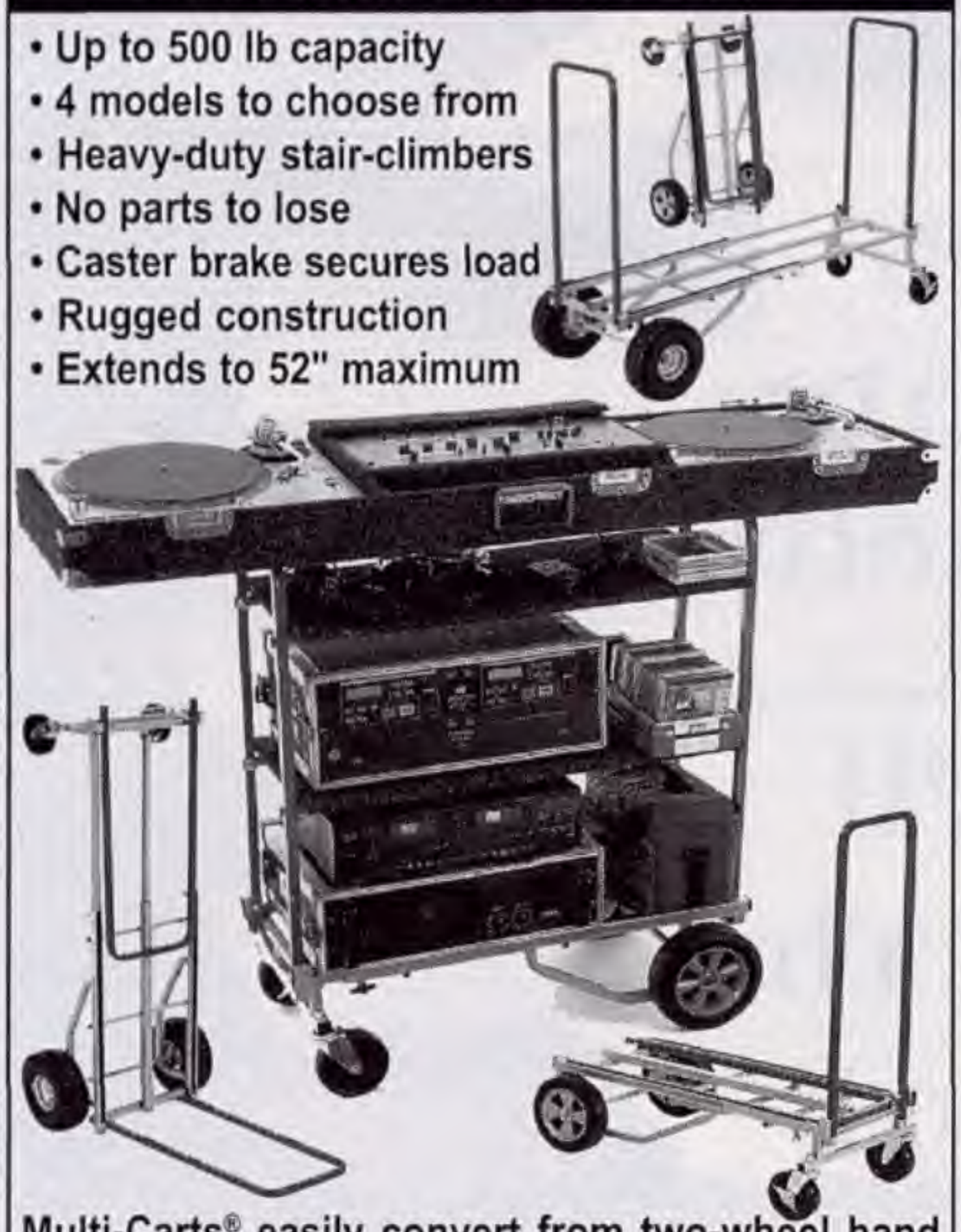
© 1998 TEAC America, Inc. 7733 Telegraph Rd., Montebello, CA 90640 (323) 726-0303

TASCAM®

Take advantage of our experience.

WHEN IT'S TIME TO ROCK - ROLL YOUR GEAR IN... WITH MULTI-CART ®

- Up to 500 lb capacity
- 4 models to choose from
- Heavy-duty stair-climbers
- No parts to lose
- Caster brake secures load
- Rugged construction
- Extends to 52" maximum



Multi-Carts® easily convert from two-wheel hand truck, to variable length hi-stacker, to platform truck, to mobile workstation - in seconds. There are even accessories to convert the cart to a three-tier shelf cart. The uses are limited only by your imagination! Send or call for more information.

MUSIC INDUSTRIES CORP., 99 TULIP AVE., #101, FLORAL PARK, NY 11001
tel: 1.800.431.6699 • fax: 516.352.0754

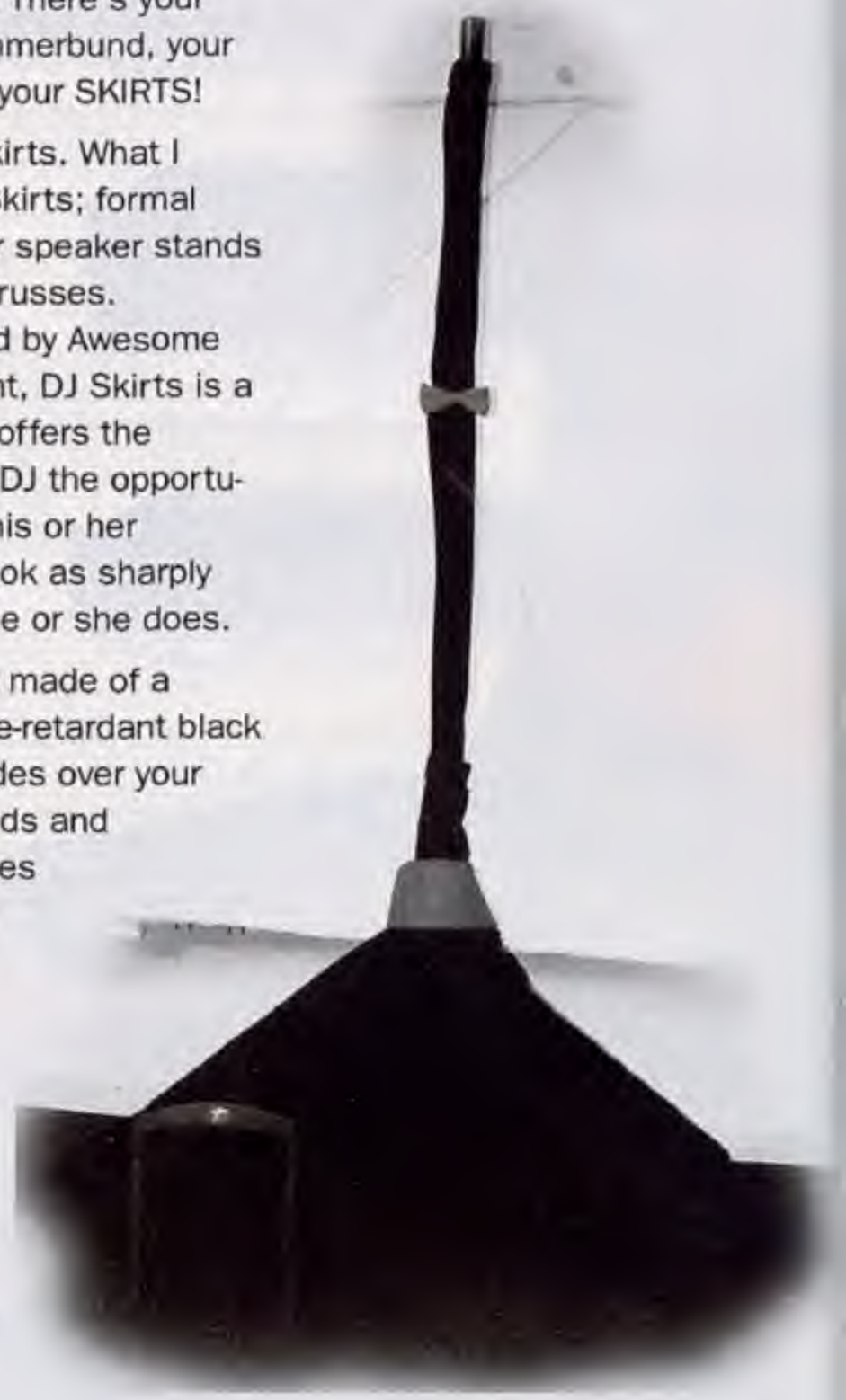
IT'S HOT

You Look MAHVELOUS...

The biggest event of the year is planned and ready and you're going through your check list. Let's see... we'll start with your formal attire. There's your tux, your cummerbund, your bow tie, and your SKIRTS!

Yes, I said skirts. What I mean is DJ Skirts; formal attire for your speaker stands and lighting trusses. Manufactured by Awesome Entertainment, DJ Skirts is a product that offers the professional DJ the opportunity to have his or her equipment look as sharply dressed as he or she does.

DJ Skirts are made of a flexible, flame-retardant black cloth that slides over your speaker stands and lighting trusses to hide from view those unsightly scratches, dangling speaker cables, tripod legs and adjustment knobs.



Similar in concept to floor standing facades, DJ Skirts also act as protection against damage to your stands and trussing. Best of all, they cost significantly less than new stands or trusses, or even bags, and they offer your customer a visible difference in the final setup.

If you're heading to Vegas for the 1999 Mobile Beat DJ Show & Conference, stop by the Awesome Entertainment booth or call (630) 582-0220 and check out how marvelous you... I mean your equipment will look in DJ Skirts.

One, Two, Three, Go!

For those who are ready to rock, American DJ Supply is now offering three quick ways to get rolling in mobile mixing and lighting. The Digital DJ System 1, DJ Mix & Scratch Pak, and Lighting Party Package System 1 are all designed for increased convenience and reduced cost in getting your first setup put together. Digital DJ System 1, as its name indicates, is CD-based, including two MCD-10 portable CD players and an XDM-241 Shredder DJ mixer with an Alps Feather Fader crossfader. You also get a set of stereo headphones, a DJM-200 uni-directional mic, and cables to connect the components. MSRP: $419.99

If you're excited about scratch mixing, the DJ Mix & Scratch Pak is for you. Two TTB-2010 belt-drive turntables and an XDM-2221 SKILZ DJ mixer form this package's core. The SKILZ mixer features three 30dB rotary kills per channel, a multiple-setting transformer switch, and an Alps Feather Fader crossfader with variable curve for crabbing effects. Add

to these a DJM-600 dynamic mic, DJH-100 stereo headphones, and cables, and you have the beginnings of vinyl enlightenment. MSRP: $699.99

Speaking of enlightenment, the Lighting Party Package System 1 will help you brighten up your gigs with an instant variety of effects. The following American DJ units are bundled. The Vertigo, a multicolored, sound-activated effect, produces 35 rotating beams. The Widow Baby scanner projects sound-activated, geometric effects with a red laser beam, and also moves to the music. An S-81 strobe light is also included, featuring an adjustable-speed, 25-watt mini-strobe bulb. MSRP: $269.99

American DJ Supply; 4295 Charter St.,
Los Angeles, CA 90058
Tel: (800) 322-6337 / Fax: (213) 582-2610
Web site: www.americandj.com

DEW for '99!

THE DJ SIT/STAND

It's a Lean Machine

You can't sit down on the job, but your legs *ache* after those 4-hour gigs! *You've spent a lot for your gear. Now...make a small investment for your body!*

The SIT/STAND has a padded seat, reclines, swivels, is height adjustable and dramatically reduces fatigue. *And, your audience will never realize that you're not standing!*

So durable, it's got a 5-Year Warranty!

TREAT YOURSELF- YOU DESERVE IT!

Dealer Inquiries Welcomed

www.evergreenmarketinginc.com

EVERGREEN MARKETING, INC.

VISA MasterCard DISCOVER (800)296-2596

The Products You Need.

The Prices You Want !

MIX THIS!

MIX

*Smart-Assign
*EQ isolator
*Auto Talkover
*Individual Gain *Q
*Split Q *ZQ *Q-View

The X3, X4, and X5 Interactive Mixing Stations a creative partner to compose the ultimate mix.

X-4 MAP $379

Bubble Machine

Tunnel Star

Tecnostrobe 2000

Florida's Largest Selection of VINYL 12" and Battle Records

JOIN THE DJ CLUB
Save Even more!
DJ X
X out High Prices
Club for DJ's Only!!

...in the DARC
YOUR DISC JOCKEY SUPER STORE
(954) 584-2091
6425 SW 45th Street
Fort Lauderdale FL 33314

IT'S HOT

Wonder Walls and Color Columns

Are you looking for truly unusual ways to distinguish your light show from your competition's? Then take a look at the following alternatives from American DJ Supply. With the DMX compatible Matrix Spot, you can project a multitude of effects on either walls or floors, including straight or diagonal lines, geometric shapes, abstract patterns, and even letters of the alphabet. Each unit contains 16 pinspots mounted in four rows of four, and multiple units can be linked together with XLR cables to create an extended wall of lights. The Matrix Spot will run on a variety of self-contained programs, with a DMX-512 controller, or with its own proprietary Matrix Spot 19/C controller, sold separately. The addition of digital control to a matrix type device is the Matrix Spot's most innovative feature, opening up striking new pattern possibilities. The pinspot lamps are removable from the front and are available in 12V/30W or 12V/50W versions. The unit weighs 35.5 pounds and stands 53" high. Hanging brackets are included. MSRP: Matrix Spot - $839.95, Matrix Spot 19/C controller - $269.95

You can also use the mystical allure of water to create a unique atmosphere with American DJ's Water Column/5. Take your audience to a different kind of liquid world with this five-foot tall tower of bubbling water that metamorphoses through eight colors plus white, either randomly, to the beat, or following DMX control. This is the first unit of its kind to offer DMX-512 compatibility and sound activation. The water is illuminated by a ZB-JCR 12V/100W 1,000-hour lamp housed in a metal box at the column's base. The base measures 11" x 10", while the tube has a 4.5" diameter. The unit weighs 16 pounds without water and can hold about 4.5 gallons of water. MSRP: $599

American DJ Supply
4295 Charter Street
Los Angeles, CA 90058
Tel: (800) 322-6337
Fax: (213) 582-2610
Web site: www.americandj.com

EQX 1578

2-Way 15" Loudspeaker

✓285 Watts RMS
✓Under 30 Pounds
✓Proven Driver Protection
✓123 dB Max SPL
✓3 Year Warranty

With all these features and our exclusive Camberlite™ cabinet technology, what more do you need?

For your nearest dealer visit our web site at www.wbsound.com or call 888.927.6863.

Wright Bros. Sound

THIS IS ~~MY~~ Our INSTRUMENT.

DJ Magic Mike.
Vibe called him
"The Biggest
Hip Hop Star
You've Never
Heard Of." Five
gold and one
platinum album on
his own, independent
label. That's why
they call him
"King of Bass."

Brett Belcastro, 22.
2X Winner, Pioneer Pro DJ Spin-Off
@ DJ Expo. 2X "DJ of the Year,"
Dixie Dance Kings. Syndicated
radio mix show in 23 markets.
Aka "DJ 2nd Nature."

Cueing, mixing, scratching. Changing pitch, changing key, changing speed. Changing the music. Changing the world.

It's a digital turntable. A digital system. A digital world.

The Pioneer Pro DJ System. This is your instrument. If you need more control than this, start your own label.

The S-100 Pro DJ System features the amazing new CDJ-100S, the first front slot-loading "digital turntable." It's fast– loads in three seconds, searches at an incredible one second per minute. It includes tempo control, on-board digital effects, digital output, and more. And it costs a lot less than you think.

Pioneer

For more info, call **800-782-7210**,
or catch us on the web at
www.pioneerusa.com/pro_dj

BY JAMMIN' JIM KERINS

Lite, Little & Loud

QSC'S PLX1602 MAY PUT A FEW CHIROPRACTORS OUT OF BUSINESS.

The worst feature of many "old school" power amps is their weight. For too many years, I've been lugging around a dependable, good sounding 800-watter wishing that it didn't weigh 60 pounds. Four years ago I thought my wish had come true when I purchased a 23-pound, 900-watt name brand amplifier (that shall remain nameless). I screwed it into my rack and set off for what I thought was lightweight Nirvana. After only one job, it was clear that this lightweight amp simply could not produce the same hefty bass as my traditional, lower-powered, heavy-as-a-boat-anchor amp. Disillusioned and disappointed, I sold it and soldiered on with back-breaking old faithful.

Jump ahead to the present. QSC Audio in Costa Mesa, California has introduced the lightweight PLX series of amplifiers. Their flagship Powerlight PL8.0 is rated at an astounding 9000 watts; guaranteed to blow the flannel shirts right off your teenage crowd and set you back as much cash as a used Honda Accord. Fortunately for us DJs, QSC saw that we wanted a high-tech, lightweight, small, reliable amplifier that won't break the bank. The result is the PLX 1602. They were foolish... I mean nice enough to send one my way for some serious sonic abuse.

I was very excited when the running man (a.k.a. UPS driver) arrived at my house with the ever so neatly packaged PLX 1602. I was favorably impressed with the weight of the parcel. I immediately tore open the box and brought the amp into my tech center (the garage) to check it out.

Lookin' good

The front of the amplifier is laid out in a simple, modern and logical fashion, sharply appointed in a white and gray on black color scheme. The metal chassis, which consumes two rack spaces and is only 13.2 inches deep, features cool composite metal rack ears that are easy on the eyes. Controls include a rocker power switch, and two detented gain controls with corresponding power\signal LED indicators, and bridge-parallel mode LEDs. Also featured is what I consider to be the most logical method of cooling, from rear to front, which exhausts hot air directly into an open space—what a concept.

Now let's check out her rear (I mean that in a professional sense), which is where the PLX models really show excellence in design. The inputs include stereo balanced locking XLR and 1/4-inch inputs. Speaker connections are banana plug binding post and the ever-modern Speakon connectors.

The PLX series has a simple, effective, and clever way of implementing amplifier setup and feature use. All user features are easily controlled by a series of 10 dip switches which are recessed into the back panel. This protects them from inadvertently being tampered with. All the dip switch control functions are wonderfully screen printed on the back panel for quick and easy reference.

The PLX 1602 setup features include the ability to run in stereo at 300 watts per channel at 8 ohms with less than 0.01% distortion, or in bridge mono mode at 1000 watts at 8 ohms, or a manly 1600 watts at 4 ohms. Those, my friends, are some serious, real-world specs. This amplifier can be switched to parallel mode, which means a mono signal plugged into channel 1 will also drive channel 2 without needing a cheesy Y cable. Parallel mode also allows you to use the channel 2 input as a throughput, giving you the ability to daisy chain other amplifiers. It's the little things that count.

Standard performance features include handy 30Hz and 50Hz low frequency roll off switches. These are great for fine-tuning the amplifier to your particular speaker's setup, so you don't waste amplifier energy on frequencies you can't hear or your speakers can't produce. The easy-to-read owner's manual does an excellent job of further explaining the functionality and usefulness of these features.

Finally, you have clip limiter on/off switches. QSC designed these to reduce extreme overdrive peaks, which gives you more volume and preserves the audio dynamics. Basically, this keeps the music loud and sounding good without blowing up your speakers. In my opinion, this switch should always be on, especially if you have testosterone laden young males working for you.

The real world

The PLX 1602 looks great and is put together well. It has the features we DJs lust for and, on paper, the specs look great. But can a lightweight, moderately priced high-tech amplifier sound good and kick out the low end? To find this out, I set up an A-B comparison test between a benchmark traditionally designed amp similarly rated at 310 watts per channel in

stereo at 8 ohms, weighing 44 pounds (with a list price of $1,745) and our newcomer: the QSC PLX 1602, weighing in at a mere 21 pounds (list price is $1,198). For the comparison, I used identical mixers, CD players and Bag End full-range speaker boxes with 15-inch woofers and titanium driver horns. The systems were configured to run in stereo at 8 ohms. Fire up the electric meter and let the games begin.

My CD test track was "Time of the Season" by the Nylons. This is an awesome technical and artistic recording with great vocal harmonies and beautifully recorded instruments with detailed, defined fat bass and drums. Because I am familiar with the characteristics of the benchmark amplifier, I immediately cranked all the volume until the limiter started to engage. As you would expect, this world-class amplifier sounded great with plenty of punch.

Now it was time to see if the new, bantam contender could spar with the heavyweight champ. I turned on the QSC PLX 1602 and turned the fader up about halfway to check out its sound characteristics. The music sounded uncolored and natural. No amplifier bias seemed to affect the original program material. Even at moderate volume levels, the PLX 1602 had clean well-defined bass, vocals and the high-end was clear, natural and very musical sounding. During quiet passages in the music, this quality product had no audible hiss.

My low end worries were alleviated when I drove the fader until the amplifier's clip limiter began to engage. To my pleasure, this was effective yet not too intrusive. At this maximum setting, the PLX 1602 was as loud as the comparison amp and easily created the same level of chest pounding bass. Over the next several hours, I tested the systems with various types of music, frequently changing the amplifiers setting from stereo to parallel, and even to punishing bridge mono mode. I was thoroughly impressed with the PLX 1602's sonic performance power and ability to run cool even at difficult low ohm situations.

The test of time

Over the course of the next month I happily toted this lightweight amplifier to all of my regular jobs and am happy to report complete satisfaction with its construction, ease of use, and sonic properties. Because the amplifier is a relatively new model, I was concerned about its reliability factor. A quick call to the QSC factory educated me that this amplifier's technology is a direct descendant from their top-of-the-line Powerlight tour series, which have proven themselves on the road with many top performers.

All PLX series amplifiers come with a three-year warranty, which is extendible for an additional three years at a nominal fee. Checkout the PLX series at a local QSC dealer from the 1202\1200-watt amp on up to the 3002\3000-watt powerhouse. This may be just what you're looking for and your back will thank you.

Until next time, jam on. For additional technical information, recipes or other mindless chatter, contact Jim at jamsound @aol.com.

Increase Your Profits

Brochures • Mailers • Postcards

for DJ's

Products Available To Increase Your Bookings For:

Weddings
Corporate Parties
School Dances
Bar/Bat Mitzvahs

Command Higher Prices!
Build Your Business Faster!
Make More Money Now!

Now Available

BREAKTHROUGH MARKETING INC.

Call For Free Samples

Toll-Free: 800.810.4152
Phone: 515.276.9266
Fax: 515.276.4267
E-mail: bkthrou@aol.com
Visit our Web site: www.breakthroughbrochures.com

New!

Presentation Folders for DJ's

Quantity	50	100	250	500
Price	$100	$150	$300	$500

BY JIM KERINS

Easy Livin'

YORKVILLE'S DJM806 POWER MIXER AND ÉLITE SPEAKERS ARE JUST WHAT THE DOCTOR ORDERED.

Did you ever wonder why everything in life seems to be so complicated? Take, for example, your average DJ setup. First we start out with a couple of CD players. Next is a mixer that we bought because it has cool lights and lots of faders. Of course we need a big power amp which we hope is correctly matched to our speakers. If we factor in a couple of karaoke gigs, we're going to need a mixer with more than one microphone input, and a reverb unit so the singers don't sound so bad. And we sure could use a graphic equalizer. The typical DJ system has many components, from many different manufacturers. They may work quite well together, or they may not.

No snake oil

Step on up and discover the remedy to all that ails you. Yorkville, a Canadian company, has devised a sound system sure to add a spring to your step. They have built a compact, powerful sound system capable of handling virtually all your karaoke and DJ tasks. This package consists of three components: two élite speakers and the multi-functional DJM806, which is a loaded up, not-to-be-out-done, super cool, mixer amplifier.

Let's dive right into the **DJM806 powered DJ mixer**. At first glance, the unit may seem a little large, with the appearance of a pro audio mixer. Once you closely examine the features and layout, however, it becomes apparent that this is a useful and thoughtfully laid out hybrid. The internal power amplifier that generates 240 watts at 8 ohms and a blistering 400 watts at 4 ohms is your first clue.

Examining the channel strips, three are dedicated for microphones or 1/4-inch inputs and three additional channels accommodate line level sources (i.e. CD players) or are switchable for up to three turntables. This constitutes a total of six pairs of RCA jacks. Other features of the channel strips are input gain, three-band equalizer tuned to usable frequencies, digital effects send, LED lighted cue button, and clip LED. Rounding out the channel ensemble are professional 60mm faders. Demonstrating versatility, channels 1 and 2 can be assigned to a crossfader at the push of a button.

On the right hand side of the mixer we have a variety of interesting standard features. The main outs are left and right 1/4-inch and XLR stereo. There are separate zone 1 outputs with three 1/4-inch jacks labeled left, right and mono, which can be EQ bypassed. Zone 2 features left and right RCA outputs. Both of these extra zones are certainly useful for permanent installations and you can creatively use them to send an independently controlled signal to auxiliary speakers and/or a tape deck. Also included are left and right amp in 1/4-inch jacks and a useful BNC light jack—for those dimly lit rave gigs. More goodies include display assignable VU meters, seven-band assignable stereo EQ, master volume, headphone crossfader and headphone volume.

In my experience, internal digital effects units typically leave a lot to be desired. At first glance, I was concerned that this feature might disappoint. If an effect sounds bad or noisy you may be inclined to never use it and may spend more money for another unit. Fortunately, this is not the case with the DJM806. All 256 internal effects sound very lush, are easy to manipulate, and have a minimum of noise. It

"BLAH, BLAH, BLAH."

APOLLO
360° Rotating Multi-Colored Ball Effect

SFC-288
Power Control System with Dual Timers

FLY 3
Triple Rotating
Multi-Colored Ball Effect

ATOMIZER
Haze Machine

We've all heard it a thousand times before. The commitment to quality speech. But all clichés aside, to be the best there's only one way to do things—and that's the right way. Intelligent lights, special effects lighting, strobes, parcans, fog and haze machines, stands, controllers and more. All backed by one of the best warranties in the business. Skip the hype. Stick with LyteQuest Pro. See your dealer today or check us out at www.geminidj.com

PINHEAD
360° Rotating Pin Hole Effect

MULTI DEVIL
Linkable 4.9mW Laser

LyteQuest PRO

© 1998 Gemini Sound Products Corp., 8 Germak Drive, Carteret, NJ 07008 Phone-800-476-8633 Fax-732-969-9090
2851 Evans Street, Hollywood, FL 33020 Phone-954-920-1400 Fax-954-920-4105

is very comparable to many quality external units.

Open wide and say ahh

Yorkville has carefully matched a pair of acoustic transducers to get the job done in a high testosterone fashion. Yorkville brings to the stage the **élite E404 speakers** (26" h x 20" w x 20" d). For appearance's sake, they are constructed out of quality plywood with carpet covering, metal corners, handles and mesh grills, which makes for a very attractive and durable cabinet.

Upon disassembling the cabinet, I was impressed with the quality construction. Internal, time-aligned components include a cast 15-inch woofer, a compression horn driver and a modern crossover network that incorporates a standard light bulb horn protector and a transient protection circuit that can be reset (for when you do something dumb). The E404s are rated at 400 watts each, continuous program power.

Another smart feature is that the speaker cabinets are 4 ohms, which is a perfect match to the 400 watts at 4 ohms that the DJM806 powered mixer delivers. The cabinets incorporate 1/4-inch speaker jacks and the increasingly popular Speakon connector. Both jacks are wired for full range operation, plus biamp mode for you technoids. These babies weigh in at 70 pounds each.

Operation

I reconfigured my setup with my new Yorkville toys for a wedding of 250 people at a medium-sized, acoustically-friendly party house. I replaced the mixer in my pop-up mixer case with the DJM806 using the optional rackmount kit. I decided to leave my heavy power amp and separate reverb unit in the garage. Now that's confidence!

My rack ended up weighing a little less than normal due to the fact that the DJM806 weighs just 38 pounds, which is less than my usual amplifier alone. The Yorkville speakers were a little more cumbersome and slightly heavier than my normal boxes, but with their logically placed handles it took a minimum of grunting to mount them on the stands. The simplicity of the system comes from having no external power amplifier to wire up. You simply connect the powered mixer to the speakers using standard speaker cables; I chose to use high-tech Speakon connectors.

Just like any professional DJ, I tested the system prior to the show, including three microphones because the bride wanted karaoke. Everything worked instantly with no initial glitches. I found the mixer to be ergonomically laid out, well labeled and simple to immediately generate sound from all mics and CD players. I utilized one of the DJM806's zone features, due to the fact that additional guests were in another room. I simply plugged a 1/4-inch cable from zone 1 mono output and connected it to an auxiliary powered speaker in the adjacent room and, just like magic, I had independent multi-room audio control. Very cool.

I used my trusty Shure wireless microphone to introduce the wedding party. The system reproduced speech accurately and with a very natural tone. The large speakers coupled to the powerful amplifier achieved lots of headroom and efficiently threw the audio quite a distance. During the Kenny G.... I mean dinner hour, I circulated throughout the room listening to the music; and while cruising the buffet, I relished the system's hi-fi sound even at low volumes.

Doing rounds

After dinner it was time to put this new rig through its paces. I played through the usual round of traditional dances and then it was time for my favorite part of the night... the loud dance music. The mixer was a breeze to operate due to its large format and intuitive design. On auxiliary channels 1 and 2 I had CD players, to which I assigned the crosssfader. It performed as easily as any standard mixer. The system produced a great amount of bass even at a flat EQ setting. Since you can never have enough bass, I cranked up the low end on the equalizer, which I affixed at 80Hz—right in the thump zone. During this point of the evening, the dancefloor was full and the VU meters were barely

reading 50 percent.

Since I do not own this sound system, I thought, "Why not make the electric meter really spin?" So I did. With a bass-heavy, high BPM mix in the Denon CD player, I pushed the faders up until the clip lights started to flash—I love being in control. I danced my way through the crowd and was impressed by the amount of bass the system produced. The horns did a good job covering the high, mid and sizzling upper frequencies without being harsh or shrill. Yes, it was loud... about 118 decibels. The sound was quite sufficient but, if you felt the need for a subwoofer, you could easily incorporate it by using the many DJM806's output options.

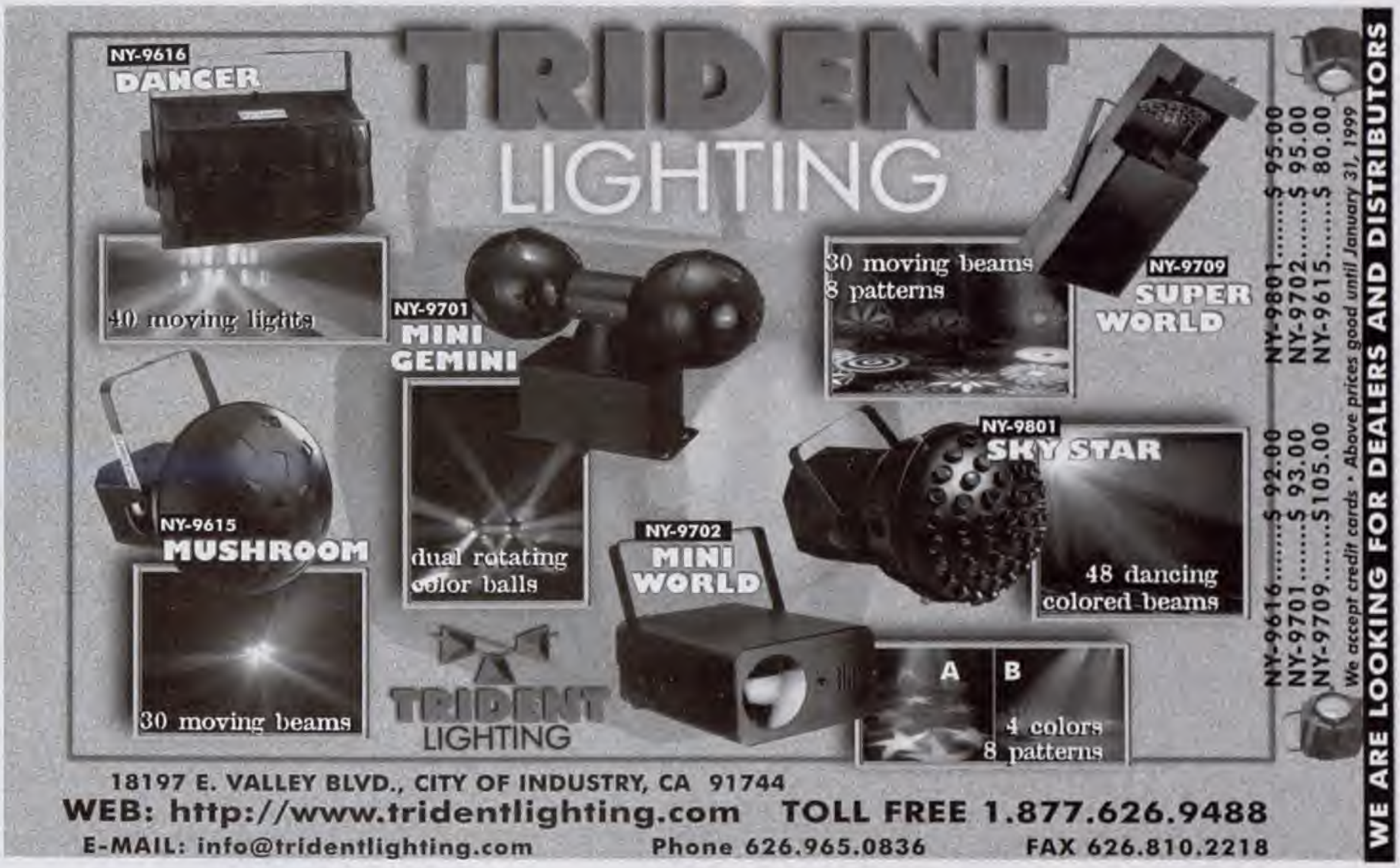
Then comes the time for the bride and her entourage, with many adult beverages under their collective garter belts, to partake in karaoke. Oh, what a surprise, the ladies want to sing "Love Shack." I reluctantly pass out my prized Shure 58s and give the girls the quick microphone handling tutorial. Why must singers swing the microphone around like Roger Daltry? I knew I should have renewed my insurance policy. Fortunately, I get to sing along, which provides an opportunity to check out the internal digital effects processor. From the 256 available settings, I chose a nice reverb.

Is it possible to have a superduper, all in one, prepackaged sound system? You're darn tootin'!

Abandoning the ladies at the stage, which is unlike me, I headed out with the wireless to check out the system's karaoke potential. Naturally, everyone was getting a real kick out of the singing bridal party. I, on the other hand, was more concerned about system analysis—because I'm a professional. The vocals cut through the mix and the reverb sounded lush, with no metallic coloration.

What have we learned?

Is it possible to have a superduper, all in one, prepackaged sound system? You're darn tootin'! If you need to upgrade or simplify your system, give your local dealer a call or visit Yorkville on the Web at www.yorkville.com. To make you feel safe, secure and happy, Yorkville thoughtfully provides a two-year, even-if-you-break-it warranty. This system featuring the DJM806 and élite speakers is a real work horse and should provide years of worry-free, simple, and compact operation. I think I'll keep it!



the ONLY guitar any DJ needs...

**...belongs to Guitar Center,
the nation's largest musical equipment retailer
and top DJ and lighting store.**

**largest selection.
lowest prices.
knowledgeable staff.
48 locations (and counting).**

PIONEER CDJ-100S

PIONEER'S NEW CD PLAYER HELPS YOU REACH THAT ITCH YOU WANT TO SCRATCH.

Turntablists, CD mixers, and original music controllers... the time has come to pay homage to a new era in pro grade CD players: The Pioneer CDJ-100S enables you to take control and express your individuality.

Starting with a new soft-edged logo design, Pioneer has ushered in a new style of CD player. I'm talking about true realtime CD control and a unique array of digital special effects without the necessity of owning an outboard sampler or a feature-packed mixer.

For the average wedding or corporate event, the added effects found on the CDJ-100S may have little use, but for that fraternity, high school, club, or other free-form gig this may be what sets you apart from your competition.

FUNKY FRESH

The silver clad CDJ-100S features a single player layout; its size is a mere 8-9/16 inches wide by 12-1/4 inches deep by 3-3/4 inches high; and it weighs in at a "Flutie-sized" 4.14 pounds.

The controls on the left side of the player will instantly remind you of earlier Pioneer models, starting with dual track skip and followed by dual search buttons. Below that, a single backlit cue button is arranged just above the single and equally-sized play button.

The right side features Pioneer's unique master tempo/pitch activation button and its side kick: the fluid-like, long-throw tempo slider. Above the slider is the master tempo activation button and above that is the familiar eject button.

The next thing you'll notice is the fingerprint-free black and nearly CD-sized jogwheel. The emphasis on this jogwheel is the essence of control and feel, especially when you factor in the new DJB (digital jog break) effects. More about these effects later...

Just above the "wheel of feel" are five buttons arranged horizontally. Three are cobalt-colored and labeled "JET," "ZIP," and "WAH." The next two black buttons are half the diameter of the other three and are identified as "Hold" and "Time Mode/ Auto Cue" controls.

To top off the appearance, Pioneer features its highly legible and familiar gray and orange LED display. As in past units, the display visually confirms activation of all the effects elected, plus remaining/ elapsed time, and the pulsing play mode dual bar graph.

NEW SENSATION

The CDJ-100S provides a whole new set of sensations. Starting with inserting a disc, you'll notice immediately that there is no door. Instead, Pioneer adapted auto CD player technology by employing the dual roller controlled insertion slot. Just grab your disc and insert it into the slot; the disc loads and begins play in just 3.75 seconds. Try matching that quickness with your drawer loaders.

BY STEVE "ISLAND JAKE" JACOB

Once the disc is playing, you can get your hands on the "wheel of feel" and check out its deftness. Regardless if you're pitching or have activated the master tempo button, you'll discover the buttery smoothness and accuracy of this jogwheel. Set in the master tempo mode, you'll be able to slow down or speed up the playback as smoothly as your turntable brethren. You'll find even more reasons to appreciate the feel of this control as you explore the DJB effects.

IT'S AS EASY AS 1, 2, 3

Before delving into the individual operation of each DJB effect, you must first have the digital out button, found on the back of the unit, set to the off position, or you'll be wondering who stole the show.

JET - The first of the blue M&M™ sized buttons actually introduces a slight delay effect on top of the original playback output. To recreate this effect without this button you'd essentially be tracking two identical songs slightly out of phase with each other.

The actual sound you hear when JET is engaged is that of a distant sounding jet engine. Depending upon the song and the position of the jogwheel, you can also create various scratch effects by working the wheel back and forth, much like you'd do with vinyl.

ZIP - This controls the positive and negative pitch of the disc and is virtually indistinguishable from manually spinning vinyl, even down to the braking effect of a turntable. By rotating the wheel counterclockwise you can actually stop the playback completely to create a break or dramatic pause. When you want to resume playback, just rotate the wheel clockwise. Imagine the creative control you'll have once you get two or three of these babies lined up!

WAH - The big buzz in mixers is the advent of "kill switches" or the ability to eliminate frequencies during playback. Pioneer has employed a unique new "twist" by installing a variable cutoff filter integrated with the jogwheel when WAH is selected.

Pioneer adapted auto CD player technology by employing the dual roller controlled insertion slot. Just grab your disc and insert it into the slot; the disc loads and begins play in just 3.75 seconds. Try matching that quickness with your drawer loaders.

Rotating the jogwheel counterclockwise removes some or all of the high frequencies, while rotating clockwise removes some or all of the low frequencies. Stopping the rotation of the wheel allows the playback to dramatically return to its full frequency output. You can beat-match the addition and subtraction of various frequencies all by rotating the jogwheel rhythmically back and forth.

Utilizing the hold button will insure the DJB effect you select will maintain its overall control over the playback, even when the jogwheel is no longer in motion.

Finally, you have fader start playback when connected to Pioneer's DJM-300 and 500 mixers. Relay play is also available by connecting two identical CDJ-100S players together with a commercially available 1/8-inch miniplug cable.

ROCK STEADY

What I really love about the CDJ-100S is the shock dampening built into this unit. It is superb. Bring on those "wavy" dancefloors that seem to transmit all their energy to your turntable or CD player, causing the music to skip or shut down. The CDJ-100S playback performed flawlessly regardless of the position I held it in; modest downward blows didn't cause it to skip a beat either. I did notice, however, that side hits caused some playback disruption, but the music didn't stop.

Now check this out. The cost of this little soon-to-be classic mixing tool is a modest $599 retail; street prices surely will be less in time. Overall, I really couldn't find fault with this unit. As always, it takes a bit of practice to be able to utilize your new found capabilities but, once you do you'll be flying.

WISH LIST

Maybe utilizing a digital buffer chip (like the Numark CDN-34 employs) would virtually cure the side shock vibration issues. Also, I'd like to see a convenient lock-out of the eject button during playback. Once you start flying all over the controls, you just might tap it accidentally and out would come the disc. Even though the eject button is positioned out of the center of activity, this slight modification would protect against accidental ejection.

I guess I have mixed feelings on the disc insertion slot. I am glad the door was eliminated because

SCOOP: Pioneer CDJ-100S

Pioneer CDJ-100S
Type: Single transport
Frequency response:
4Hz - 20kHz
Digital filter:
18 bit x 8 over sampling
Pitch Control: ±10%
Play: Single
Dimensions (w x h x d):
8-9/16"x3-3/4"x12-1/4"
MSRP: $599

Pioneer New Media Technologies
2265 E. 220th Street
Long Beach, CA 90810
Tel. 310-952-2111
Fax. 702-323-8320
Web site:
pioneerusa.com/pro_dj

there is less to break off. However, if for some reason your disc doesn't eject after you hit the eject button, there's a bit of a problem. You have to insert the eject disc pin into the forced ejection hole located on the front panel of the CD player. The problem is the unit has to be shut down for about 30 seconds before the disc stops rotating. This down time could be an eternity in the middle of a show. Pioneer, when designing the CDJ-100S, was more concerned about the condition of the disc, which could get scratched due to its unstable ejection while spinning, and the operator, who might catch the spinning disc and conceivably cut the their hands. I guess time will tell how this scenario plays out.

On a final note, to fit the Pioneer CDJ-100S into a rack, case manufacturers will have to go back to the drawing board to accommodate its front loading design. It'll be interesting to see what options they come up with.

Without hesitation, Pioneer, as the name implies, continues to demonstrate why they are considered a leader in professional CD players for the serious DJ, no matter what kind of gig you play.

The Porta-Party is:
2 Panasonic Back-lit CD players w/Anti-Skip
1 Kam KMX100 Mixer with
• 2 Phono Inputs
• 2 Line inputs
• 3 Band EQ on each Channel
• True Split cue
• 1 Mic
• Separate Record Output
1 custom Wired Case Ready to Go!
Regular Price $549.99
SALE ONLY $449.99
V371-Guestar Reg. $229.99 $159.99
V370 750 Watt Strobe $159.99
V373-Bi-Star Reg. $249.99 $159.99
DJ World
DJ & Nightclub Superstores
KABUKI™ Confetti/Streamer Systems
PACKAGE 1 AN 18" CELEBRATION LAUNCHER • 10 PACKAGES OF CONFETTI AND/OR STREAMERS • 20 Co2 Only $179.75
PACKAGE 2 A 32" CELEBRATION LAUNCHER • 10 PACKAGES OF CONFETTI AND/OR STREAMERS • 10 Co2 Only $177.75
In CONNECTICUT (203) 230-2449
1-800-552-4478
NOW 2 LOCATIONS TO SERVE YOU BETTER
In RHODE ISLAND (401) 453-3366

2000'S Audio

MAKE Waves!

With Pro-Audio Products From Audio 2000'S

2000'S Audio

BY

H & F

TECHNOLOGIES, INC.

650 FLINN AVE., STE. 4, MOORPARK, CA 93021

Tel (805)523-2759 Toll Free (800)661-8069

Fax (805)523-2021

Make Waves with sound products from Audio 2000's. Audio 2000's products deliver exceptional quality, dependability, and innovative technology at competitive prices, true sound value. We offer a full line of microphones, wireless microphones and headphones, designed and manufactured to make you stand out in the crowd as a distributor, or performer. Please call (800) 661-8069 for a free listing of our pro-audio products and let us show you how to make waves. Audio 2000'S, Sound Quality For Today And The Next Century.

Networking Outside the Box

LOOKING FOR A NEW SOURCE FOR LEADS? LOOK TO THESE PROFESSIONAL ORGANIZATIONS!

BY LARRY RODKIN

HSMAI, MPI, NACE, ISES. If this looks like alphabet soup, then you may not be networking with the right people. While there are many associations that are geared directly toward the Mobile DJ (American DJ Association, Canadian DJ Association, US Mobile Entertainers Association, National Association of Mobile Entertainers, etc.), the groups we are talking about here are organizations that can help you broaden your base of activities and even more importantly, increase your leads and your business.

HSMAI

Hospitality Sales & Marketing Association International, better known as HSMAI, is "Dedicated to enhancing sales and marketing management skills in the travel and hospitality industry through education and networking opportunities." They have over 4,500 members with 68 chapters in 31 countries. Through HSMAI, DJs have the opportunity to meet the sales and marketing executives who sell and plan corporate meetings and conventions (usually multi-night stays), many of which take place during the week (normal "down time").

MPI

Meeting Professionals International is made up of members who plan and create meetings, sometimes in their own hometowns, sometimes in other parts of the country. Many destination management companies are members of MPI because its purpose is "to position meetings as a primary communication vehicle and a critical component of an organization's success," and "serve the needs of all people with a direct interest in outcome of meetings." MPI offers mobile entertainers the ability to network with those who will plan parties and are not necessarily working for a venue, but instead are broad-based. With 58 chapters worldwide and more than 15,000 members, MPI is an excellent source for networking.

NACE

National Association of Catering Executives has 47 chapters across the country with approximately 3,000 members. Their purpose is "to raise the levels of education and professionalism," and "to create a forum for the exchange of ideas within the industry." While these may sound like they are only geared to the catering professional, NACE is still an excellent source for networking because catering directors at various venues—hotels, restaurants, catering halls and houses of worship—often refer clients to their "preferred list" of vendors.

Being able to meet the catering directors in a social atmosphere, away from their offices, telephone calls and interruptions, often lends itself to a more harmonious relationship. Most catering directors are involved with social activities, from weddings and bar mitzvahs to anniversaries and birthday parties. While these are not multi-day events such as the leads you can get from HSMAI and MPI, one wedding leads to another and so on and so on.

ISES

International Special Events Society is "Committed to performing the highest

Association of Bridal Consultants
200 Chestnutland Road
New Milford, CT 06776
(860) 355-0464

Hospitality Sales & Marketing Association Intl
1300 L Street NW, Ste. 1020
Washington, DC 20005
(202) 789-2054

Meeting Professionals International
4455 LBJ Freeway, Ste. 1200
Dallas, TX 75244-5903
(972) 702-3000

National Association of Catering Executives
60 Revere Drive, Ste. 500
Northbrook, IL 60062
(847) 480-9080

International Special Events Society
9202 N Meridian Street, Ste. 200
Indianapolis, IN 46260-1810
(317) 571-5601

standards of customer service and providing the highest quality of product." While the smallest organization, both in members and chapters, ISES can still be an excellent source to meet special events producers, sales directors and others who can lead to more business.

In many larger markets, the members of the "Alphabet Soup" will be various sales personnel from different companies and venues. As an entertainment company you should consider joining as well. This way different sales representatives will meet different members of your organization. This allows *different personalities to mesh with* other personalities which should, in turn, allow more people to know more about your company from different sources. At the same time, your mobile entertainment company might consider rotating your representative who attends each association meeting, thereby showing new faces throughout the year.

While these are not the only organizations to consider, they are some of the best that we found in our years of business. Here's to more leads in '99.

Larry Rodkin is president of Lawrence of Florida Entertainment Unltd., located in Coral Springs, Florida. In addition to DJs his company also offers bands, karaoke and other music and specialty acts.

NEW LOCATION • NEW LOOK • NEW IDEAS

PREPARE YOUR ENTERTAINMENT SERVICE FOR THE MILLENNIUM!

Plan NOW to attend

Canada's Largest DJ

CAN AM '99

Trade Show!

Professional DJ, Music & Entertainment
INTERNATIONAL CONFERENCE & TRADE SHOW

Presented by: The Segue Group Inc.

SHERATON FALLSVIEW HOTEL - NIAGARA FALLS, CANADA

Wednesday to Saturday, March 31 to April 3, 1999

Lighting, Sound and Special Effects exhibits and demonstrations
Networking, Seminars, and Product Demonstrations
Competitions, Contests, Special Entertainers

EARLY REGISTRATION SPECIALS!

Register today: To receive a conference registration package, general information or to exhibit your products or services, contact:
Segue Productions
100 Blair Road, Cambridge, Ontario, Canada N1S 2J3

Phone or Fax: 519-740-0603, E-mail: info@CanAmSeque.com
Check out our Web site at: www.CanAmSegue.com

Great deals for your American Dollars...
Almost double the buying power in Canada!

NEW PLAN • NEW SHOW • NEW LOCATION • NEW LOOK • NEW IDEAS

TAV Lighting

The DJ's Source for Values!!

Nice!

Intelligent Technoscan Package

Includes: 4 Technoscans, 4 bulbs, 1 Techno controller and 4 Cables

$999.95

Dealers Welcome!

Starter Kit

$194.95

Super!

Includes: 1 LTS 06 stand, 4 PS-46, 4 PS-46 bulbs, 4 PS-46 color gels and 1 RLC-737 controller

Pro-Kit

$369.95

Includes: 1 LTS 01 stand, 4 PS-46, 4 PS-46 bulbs, 4 PS-46 color gels, 1 RLC-737 controller,1 Derby w/bulbs and 1 projector w/bulb

Wow!

Absolute Lowest Prices

Linedancer

This highly stylish light uses 48 colored lenses to create it's unusual effect. Uses three 120V, 300W EHM bulbs. Fan Cooled. Sound activated. 15.75" x 11.42" x 11.42", 14 lbs.

$144.95

750 POWERFLASH

This powerful *750W* pro strobe features speed control, heavy duty aluminum construction, adjustable mounting brackets, on/off switch. Daisy chain multiple units. Size: 14. x 9.5 x 5.87" Weighs 8lbs.

$124.95

Bi-Star

This unit features a wired remote controller, lightweight construction for mobile Dj Applications. Comes complete with lamps, wired remote controller and mounting bracket (2) Fan Cooled 120V 300W 64514, 1) 120V, 500W FCL Size: 16 x 10.5 x 10.5" Weighs 10lbs.

$194.95

Triple-Header

This exciting center piece uses three revolving heads to create it's unusual effect. Uses three 24V, 150W FCS Halogen. Fan Cooled. 13.8" x 13.8" x 11.8" weighs 22 lbs.

$214.95

Tri-Scan

Three rotating wheels with colored lenses shoot out 24 beams of light Excellent in clubs where ceiling height is limited. (3) 24V, 150W FCS Halogen. Size 12. x 13 x 12" Weighs 21lbs.

$214.95

Call Now!!

Call Toll Free (800) 833-9690

All Prices in this ad are good until 3/15/99

168 16th Street, Brooklyn, NY 11215•(718)499-8075•Fax (718)499-8057

MOBILE BEAT MAGAZINE'S

Top 200

AMERICA'S MOST-PLAYED PARTY SONGS

The votes are counted! It's time to lift the veil and see what songs have been getting the most party play by DJs all across the United States and Canada. Thanks to our presence on the Web (www.mobilebeat.com), we received a record number of votes, making this our most accurate list ever.

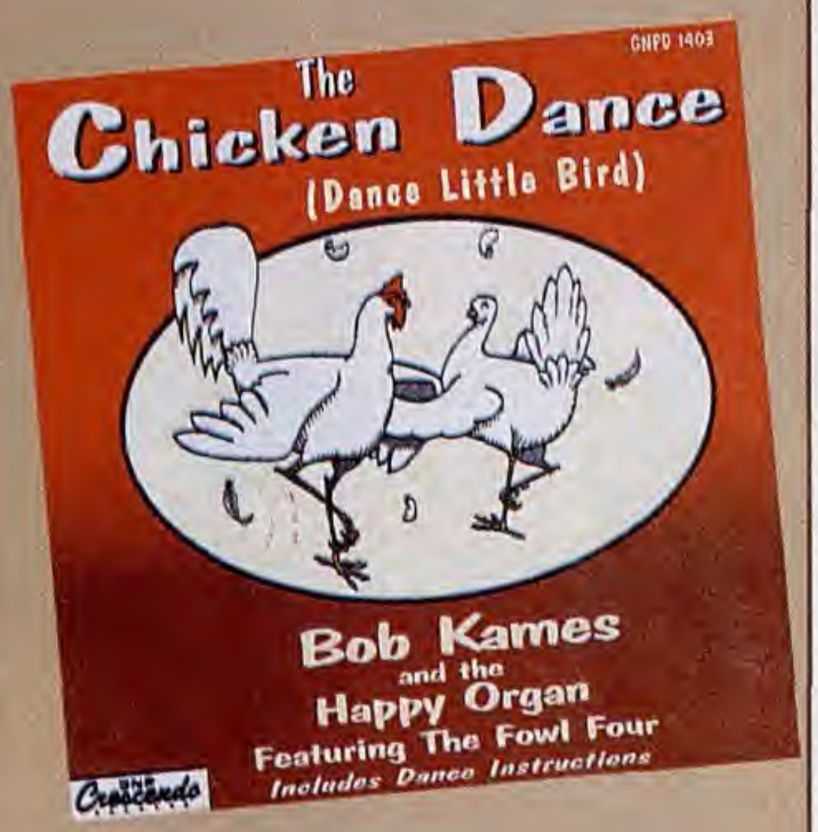
With the proliferation of new dance songs, it's a bit surprising to see that top honors still go to the classics. Case in point: *Y.M.C.A.* is the No. 1 song on the list for the second year in a row and third time since our survey began. *Old Time Rock & Roll*, which was No. 1 for three years running ('93, '94 and '95), has slipped to No. 7. The *Macarena* (No. 1 in 1997) is definitely not dead, though every DJ professes his or her disgust, as it continues to hold its own at No. 6. The biggest surprise in the top 10 is Will Smith's new hit, *Gettin' Jiggy Wit It* at No. 4!

At your request, we are presenting our lists using the same format as last year. First are the all-time Top 200 songs. In addition, sub-lists show the category (style) in which each song got the most votes. To cap it off, we have listed the top five songs for the primary six categories.

Top 200

MOBILE BEAT MAGAZINE'S

AMERICA'S MOST-PLAYED PARTY SONGS



	TITLE	ARTIST	STYLE
2ND YR.	1. Y.M.C.A.	VILLAGE PEOPLE	P
	2. FRIENDS IN LOW PLACES	GARTH BROOKS	CO
	3. LOVE SHACK	B-52'S	MR
NEW!	4. GETTIN' JIGGY WIT IT	WILL SMITH	D
	5. ELECTRIC SLIDE / BOOGIE	MARCIA GRIFFITHS	P
	6. MACARENA	LOS DEL RIO / LOS DEL MAR	P
	7. OLD TIME ROCK & ROLL	BOB SEGER	P
	8. (YOU SHOOK ME) ALL NIGHT LONG	AC/DC	CR
	9. BOOT SCOOTIN' BOOGIE	BROOKS & DUNN	CO
	10. BECAUSE YOU LOVED ME	CELINE DION	BR
34 in '97	11. SHOUT	ISLEY BROS/ DYNATONES/OTIS DAY	P
	12. THE TWIST	CHUBBY CHECKER	OLD
185 in '97	13. TUBTHUMPING	CHUMBAWAMBA	MR
	14. STAYIN' ALIVE	BEE GEES / N-TRANCE	D
	15. C'MON N' RIDE IT (THE TRAIN)	QUAD CITY DJ'S	D
	16. IT'S YOUR LOVE	TIM MCGRAW / FAITH HILL	BR
	17. YOU'RE STILL THE ONE	SHANIA TWAIN	CO
	18. COTTON EYE JOE	REDNEX	D
	19. I SWEAR	JOHN M MONTGOMERY / ALL-4-ONE	BR
	20. WALKING ON THE SUN	SMASH MOUTH	MR
	21. CELEBRATION	KOOL & THE GANG	P
	22. BRICK HOUSE	COMMODORES	D
	23. UNCHAINED MELODY	RIGHTEOUS BROTHERS	BR
5 in '97	24. WONDERFUL TONIGHT	ERIC CLAPTON	BR
	25. TWIST AND SHOUT	THE BEATLES	D
	26. CHATTAHOOCHEE	ALAN JACKSON	CO
	27. MY HEART WILL GO ON	CELINE DION	BR
	28. BROWN EYED GIRL	VAN MORRISON	D
	29. CRAZY	PATSY CLINE	CO
	30. THE DANCE	GARTH BROOKS	CO
	31. I CROSS MY HEART	GEORGE STRAIT	CO
	32. CHICKEN DANCE	VARIOUS	D
	33. WHAT I LIKE ABOUT YOU	ROMANTICS	MR
	34. ANY MAN OF MINE	SHANIA TWAIN	CO
	35. MEN IN BLACK	WILL SMITH	D
	36. MONY MONY	BILLY IDOL/TOMMY JAMES	P
	37. BUTTERFLY KISSES	BOB CARLISLE	BR
	38. HOW DO I LIVE	LEANN RIMES	BR
	39. ALL MY LIFE	K-CI AND JOJO	BR
	40. EVERYBODY BACKSTREET'S BACK	BACKSTREET BOYS	MR
	41. TRULY MADLY DEEPLY	SAVAGE GARDEN	BR
	42. ZOOT SUIT RIOT	CHERRY POPPIN DADDIES	P
	43. HAVE I TOLD YOU LATELY	VAN MORRISON / ROD STEWART	BR
	44. BLISTER IN THE SUN	VIOLENT FEMMES	MR
	45. (EVERYTHING I DO) I DO IT FOR YOU	BRYAN ADAMS	BR
	46. HOT HOT HOT	BUSTER POINDEXTER	P
	47. UNFORGETTABLE	NATALIE & NAT KING COLE	BR
	48. NEW YORK, NEW YORK	FRANK SINATRA	K
	49. FROM THIS MOMENT ON	SHANIA TWAIN / BRYAN WHITE	CO
	50. PARADISE BY THE DASHBOARD LIGHT	MEATLOAF	K
	51. SMELLS LIKE TEEN SPIRIT	NIRVANA	MR
	52. LET'S GET READY TO RUMBLE	ESPN JOCK JAMS	D
	53. ALWAYS & FOREVER	HEATWAVE	BR
	54. CLOSER	NINE INCH NAILS	MR
	55. FLY	SUGAR RAY	MR
	56. WHAT A WONDERFUL WORLD	LOUIS ARMSTRONG	BR
	57. GREASE MEGAMIX	TRAVOLTA & OLIVIA NEWTON-JOHN	P
	58. RESPECT	ARETHA FRANKLIN	OLD
	59. DECEMBER '63 (OH WHAT A NIGHT)	FOUR SEASONS	P
	60. SEMI-CHARMED LIFE	THIRD EYE BLIND	MR
	61. BARBIE GIRL	AQUA	MR
	62. COULD I HAVE THIS DANCE	ANNE MURRAY	BR
	63. BABY LIKES TO ROCK IT	THE TRACTORS	CO
	64. PRETTY WOMAN	ROY ORBISON	BR
	65. JUMP, JIVE & WAIL	BRIAN SEITZER ORCHESTRA	MR
	66. MUSTANG SALLY	WILSON PICKETT	P

	TITLE	ARTIST	STYLE
	67. WHEN A MAN LOVES A WOMAN	PERCY SLEDGE / MICHAEL BOLTON	BR
	68. FISHIN' IN THE DARK	NITTY GRITTY DIRT BAND	CO
	69. WATERMELON CRAWL	TRACY BYRD	CO
	70. I WILL SURVIVE	GLORIA GAYNOR	K
	71. TEQUILA	CHAMPS	P
	72. GONNA MAKE YOU SWEAT	C & C MUSIC FACTORY	D
	73. SOME KIND OF WONDERFUL	GRAND FUNK	CR
	74. THE SHAKE	NEAL MCCOY	CO
	75. I DO (CHERISH YOU)	MARK MILLS	BR
	76. TOOTSIE ROLL	69 BOYZ	D
	77. PUSH IT	SALT-N-PEPA	D
	78. KEEPER OF THE STARS	TRACY BYRD	BR
	79. STROKIN'	CLARENCE CARTER	P
	80. WIND BENEATH MY WINGS	BETTE MIDLER	BR
	81. THANK GOD I'M A COUNTRY BOY	JOHN DENVER	CO
	82. SUMMER NIGHTS	GREASE SOUNDTRACK	K
	83. SUPER FREAK	RICK JAMES	D
	84. JUMP AROUND	HOUSE OF PAIN	D
	85. WE ARE FAMILY	SISTER SLEDGE	P
	86. MARGARITAVILLE	JIMMY BUFFETT	P
	87. CAN'T HELP FALLING IN LOVE	ELVIS PRESLEY	BR
	88. IN THE MOOD	GLENN MILLER	D
	89. I'M FROM THE COUNTRY	TRACY BYRD	P
	90. CRUEL SUMMER	ACE OF BASE	P
	91. BABY GOT BACK	SIR MIX-A-LOT	D
	92. SOLD	JOHN MICHAEL MONTGOMERY	CO
	93. DADDY'S LITTLE GIRL	AL MARTINO	BR
	94. PLAY THAT FUNKY MUSIC	WILD CHERRY	D
	95. ATOMIC DOG	GEORGE CLINTON	D
	96. I WILL ALWAYS LOVE YOU	WHITNEY HOUSTON	BR
	97. LA BAMBA	LOS LOBOS	P
	98. VOGUE	MADONNA	P
	99. THE DEVIL WENT DOWN TO GEORGIA	CHARLIE DANIELS BAND	CO
	100. LAST DANCE	DONNA SUMMER	D
	101. I WANNA BE SEDATED	RAMONES	MR
	102. WHOOMP! THERE IT IS	TAG TEAM	P
	103. BIZARRE LOVE TRIANGLE	NEW ORDER	MR
	104. LADY IN RED	CHRIS DEBURGH	BR
	105. I MELT WITH YOU	MODERN ENGLISH	MR
	106. 100% PURE LOVE	CRYSTAL WATERS	D
	107. DA BUTT	E.U.	D
	108. MO MONEY MO PROBLEMS	THE NOTORIOUS B.I.G. f/ PUFF DADDY	P
	109. LET ME CLEAR MY THROAT	DJ KOOL	P
	110. DOWN AT THE TWIST AND SHOUT	MARY CHAPIN CARPENTER	CO
	111. THE WAY YOU LOOK TONIGHT	FRANK SINATRA	BR
	112. WILD THING	TONE LOC	P
	113. GET DOWN TONIGHT	KC & THE SUNSHINE BAND	P
	114. MOUNTAIN MUSIC	ALABAMA	CO
	115. STAIRWAY TO HEAVEN	LED ZEPPELIN	CR
148 in '97	116. FUNKYTOWN	LIPPS INC	D
	117. I FINALLY FOUND SOMEONE	BRYAN ADAMS / B. STREISAND	BR
	118. PUSH	MATCHBOX 20	MR
	119. TAKIN CARE OF BUSINESS	BTO	P
	120. LOUIE LOUIE	THE KINGSMEN	D
	121. JAIL HOUSE ROCK	ELVIS PRESLEY	OLD
	122. ROCK AROUND THE CLOCK	BILL HALEY & HIS COMETS	OLD
	123. GIVE ME FOREVER (I DO)	JAMES INGRAM / JOHN TESH	BR
	124. WANNABE	SPICE GIRLS	D
	125. CAN'T HELP MYSELF	THE FOUR TOPS	OLD
	126. TOO CLOSE	NEXT	P
	127. GREAT BALLS OF FIRE	JERRY LEE LEWIS	OLD
	128. BANG ON THE DRUM ALL DAY	TODD RUNDGREN	P
	129. ANOTHER NIGHT	REAL MCCOY	D
	130. ALL MY EX'S LIVE IN TEXAS	GEORGE STRAIT	CO
SAME!	131. HOKEY POKEY	RAY ANTHONY	P
	132. DOLLAR WINE DANCE	BYRON LEE	P

Style Abreviations:

P = party	CR = classic rock
MR = modern rock	D = dance
CO = country	OLD = oldies
BR = bridal	K = karaoke

LOOKIN' FINE

Mobile Beat DJ Show & Conference
June 28 • 29 • 30 1999

ONE HOT CITY

CLEVELAND!

ONE HOT SHOW

Mobile Beat DJ Show & Conference
I • 9 • 9 • 9
CLEVELAND
Convention Center
June 28 • 29 • 30 1999

June 27
Registration & Badge PickUp Party!
at the Sheraton Hotel

OPENING NIGHT RECEPTION!

Rock And Roll Hall of Fame!
June 28

IN '99 Summer

Exhibits!

Hot Demos!

Seminars!

Workshops!

Networking!

Nightlife!

June 29 at the Sheraton Hotel

It's NOT for DJ of the Year!
It's NOT for Entertainer of 1999!

It's the Mobile Beat Gonng Show! or not!

CLUB NITE in CLEVELAND!
June 30

registration

Use this form if you are registering by mail or fax. Please use one form per person. Photocopy if additional forms are needed or for your records.

PAY ONLY FOR WHAT YOU WANT OR GET AN ALL ACCESS PASS FOR JUST $99 (preregistration price)

		IN ADVANCE	ON-SITE
Sunday June 27	√	Registration & Badge PickUp Party	
Monday June 28 Seminars	❑	$25	$35
Monday Night at the Rock and Roll Hall of Fame	❑	$10	$15
Tuesday June 29 Seminars & Exhibits	❑	$50	$60
Tuesday Night DJ Appreciation	❑	$10	$15
Wednesday June 30 Seminars & Exhibits	❑	$50	$60
Wednesday Night Club Nite	❑	free w/ show badge	
TOTAL	$		
or ALL ACCESS PASS	❑	$99 ($145 VALUE)	$139 ($185 VALUE)

Attending with a guest? Extra tickets are available for evening events! Please photocopy this form if registering more than one person for a show pass.

Name

Co. Name

Street

City State Zip

Phone

Fax

E-mail

Credit Card # Exp.

Cardholder's Name

Cardholder's Signature

If paying by check or money order, send to:
Mobile Beat Magazine • PO Box 309 • East Rochester, NY 14445-0309
For credit card orders, fill in above info and mail or call (716) 385-9920
or online at www.mobilebeat.com/djshow/

Refund policy (for nonattendees only): Must be in writing and include proof of payment (less $25 processing fee).

Sheraton
Cleveland City Centre
HOTEL
Sheraton
800-321-1090
Show room rate:
$119 per night

Continental Airlines
800-468-7022
ref#NY5PBT

Budget
Car and Truck Rental

Top 200

MOBILE BEAT MAGAZINE'S

AMERICA'S MOST-PLAYED PARTY SONGS

	TITLE	ARTIST	STYLE
	133. HERE AND NOW	LUTHER VANDROSS	BR
	134. MY WAY	FRANK SINATRA	K
	135. GROOVE IS IN THE HEART	DEEE-LITE	D
	136. YOU'VE LOST THAT LOVIN' FEELIN'	RIGHTEOUS BROTHERS	K
	137. BE MY LOVER	LA BOUCHE	D
	138. CONGA	MIAMI SOUND MACHINE	P
	139. GET READY FOR THIS	2 UNLIMITED	D
	140. BORN TO BOOGIE	HANK WILLIAMS JR	CO
	141. HOLIDAY	MADONNA	D
	142. THIS IS HOW WE DO IT	MONTELL JORDAN	D
	143. LOVE OF A LIFETIME	FIREHOUSE	BR
	144. LITTLE WILLY	SWEET	P
	145. STAND BY ME	BEN E KING	BR
	146. MICKEY	TONY BASIL	P
	147. ROCK & ROLL ALL NIGHT	KISS	CR
	148. SEX AND CANDY	MARCY PLAYGROUND	MR
	149. 3AM	MATCHBOX 20	MR
	150. BAD TO THE BONE	GEORGE THOROGOOD	CR
	151. IRIS	GOO GOO DOLLS	MR
	152. WOOLY BULLY	SAM THE SHAM & THE PHARAOHS	OLD
	153. THROUGH THE YEARS	KENNY ROGERS	BR
	154. RUNAROUND SUE	DION	OLD
	155. START ME UP	ROLLING STONES	CR
	156. MMM BOP	HANSON	MR
	157. CAN'T GET ENOUGH OF YOU	SMASH MOUTH	MR
	158. REAL WORLD	MATCHBOX 20	MR
	159. DON'T BE STUPID	SHANIA TWAIN	CO
	160. SWEET HOME ALABAMA	LYNYRD SKYNYRD	CR
	161. TWO PINA COLADAS	GARTH BROOKS	CO
	162. ALRIGHT NOW	FREE	CR
	163. I DON'T WANT TO MISS A THING	AEROSMITH	MR
	164. BLUE	LEANN RIMES	CO
	165. INTERGALACTIC	BEASTIE BOYS	P
	166. THIS KISS	FAITH HILL	CO
	167. I'LL ALWAYS LOVE YOU	TAYLOR DAYNE	BR
	168. T-R-O-U-B-L-E	TRAVIS TRITT	CO
	169. YOU NEVER EVEN CALLED ME BY MY NAME	DAVID ALLAN COE	CO
199 in '97	170. I GOT YOU BABE	SONNY & CHER	K
	171. DANCING QUEEN	ABBA	D
	172. DANCING WITH MYSELF	BILLY IDOL	P
	173. HUMPTY DANCE	DIGITAL UNDERGROUND	D
	174. I DO	PAUL BRANDT	BR
	175. COME ON EILEEN	DEXY'S MIDNIGHT RUNNERS	MR
	176. IT'S RAINING MEN	WEATHER GIRLS	D
	177. YOU DROPPED A BOMB ON ME	GAP BAND	D
	178. ENDLESS LOVE	ROSS & RICHIE/VANDROSS & CAREY	BR
	179. PERSONAL JESUS	DEPECHE MODE	MR
	180. MACK THE KNIFE	BOBBY DARIN	K
	181. BACK IN BLACK	AC/DC	P
	182. HOW BIZARRE	OMC	MR
58 in '97	183. ACHY BREAKY HEART	BILLY RAY CYRUS	CO
	184. TWO PRINCES	SPIN DOCTORS	MR
	185. MY SHARONA	THE KNACK	MR
	186. ELVIRA	OAK RIDGE BOYS	CO
	187. THAT'S WHAT FRIENDS ARE FOR	DIONNE WARWICK	K
	188. YOU SPIN ME ROUND	DEAD OR ALIVE	D
	189. EVERYBODY, EVERYBODY	BLACK BOX	D
	190. WRONG WAY	SUBLIME	MR
	191. KISS	PRINCE	D
	192. FAMILY TRADITION	HANK WILLIAMS JR	CO
	193. WHY DON'T WE GET DRUNK	JIMMY BUFFETT	P
	194. FOR YOU	KENNY LATTIMORE	BR
	195. NEW ORLEANS IS SINKING	TRAGICALLY HIP	P
	196. FAST AS YOU	DWIGHT YOAKUM	CO
	197. OOH AAH...JUST A LITTLE BIT	GINA G	D
	198. (YOU GOTTA) FIGHT FOR YOUR RIGHT	BEASTIE BOYS	P
	199. LONGNECK BOTTLE	GARTH BROOKS	CO
SAME!	200. OPEN ARMS	JOURNEY	BR

PLX Amplifiers

For louder bass stick your head here.

For High Impact Bass we give you PLX. A line of amplifiers with unmatched performance, thanks to our exclusive PowerWave™ technology. PowerWave is an innovative, low-impedance switching power supply that converts 60Hz AC to 115 kHz, which recharges the audio circuit's DC rails some 2000 times faster than a conventional supply. The result — chest pounding bass, more headroom and consistant crisp, clean sound. And because the PowerWave power supply is so stiff, PLX gives you more power at two ohms compared to a conventional amp.

Model	Watts per channel *		
PLX	2Ω*	4Ω	8Ω
1202	600	325	200
1602	800	500	300
2402	1200	700	425
3002	1500	900	550

Best of all, PLX's are guaranteed reliable — their PowerWave technology is proven in our award-winning PowerLight™ Series, used by top touring companies worldwide.

For more information visit our website at *www.qscaudio.com* or call (800) 854-4079.

PLX. High Impact Power.

QSC™ AUDIO

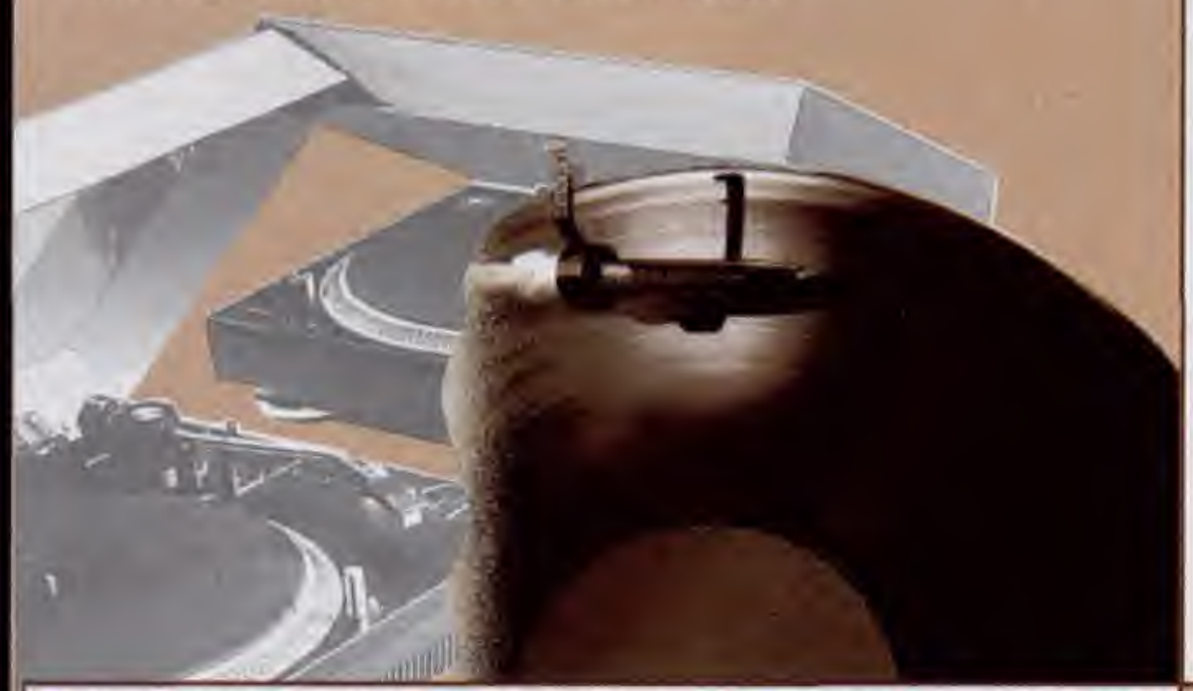
HEAR THE POWER OF TECHNOLOGY.

"PowerLight", "PowerWave" and "Hear the Power of Technology" are trademarks of QSC Audio Products, Inc. "QSC" and the QSC logo are registered with the U.S. Patent and Trademark Office. PowerLight Patents Pending. © QSC Audio Products, Inc. 1675 MacArthur Blvd., Costa Mesa, CA 92626 USA * 20Hz-20kHz, THD 0.1%

Top 200

MOBILE BEAT MAGAZINE'S

AMERICA'S MOST-PLAYED PARTY SONGS



BRIDAL

BECAUSE YOU LOVED ME ..... CELINE DION
MY HEART WILL GO ON ..... CELINE DION
IT'S YOUR LOVE ..... TIM MCGRAW/FAITH HILL
I SWEAR ..... J.M. MONTGOMERY/ALL-4-ONE
WONDERFUL TONIGHT ..... ERIC CLAPTON

PARTY

Y.M.C.A. ..... VILLAGE PEOPLE
ELECTRIC SLIDE/BOOGIE ..... MARCIA GRIFFITHS
MACARENA ..... LOS DEL RIO
OLD TIME ROCK & ROLL ..... BOB SEGER
SHOUT ..... ISLEY BROTHERS

CLASSIC ROCK

YOU SHOOK ME ALL NIGHT LONG ..... AC/DC
OLD TIME ROCK & ROLL ..... BOB SEGER
BROWN EYED GIRL ..... VAN MORRISON
SOME KIND OF WONDERFUL ..... GRAND FUNK
MONY MONY ..... BILLY IDOL

COUNTRY

BOOT SCOOTIN' BOOGIE ..... BROOKS & DUNN
FRIENDS IN LOW PLACES ..... GARTH BROOKS
CHATTAHOOCHEE ..... ALAN JACKSON
YOU'RE STILL THE ONE ..... SHANIA TWAIN
THE DANCE ..... GARTH BROOKS

DANCE

GETTIN' JIGGY WIT IT ..... WILL SMITH
STAYIN' ALIVE ..... BEE GEES
BRICK HOUSE ..... COMMODORES
Y.M.C.A. ..... VILLAGE PEOPLE
C'MON N' RIDE IT (THE TRAIN) ..... QUAD CITY DJ'S

KARAOKE

FRIENDS IN LOW PLACES ..... GARTH BROOKS
LOVE SHACK ..... B-52'S
NEW YORK, NEW YORK ..... FRANK SINATRA
SUMMER NIGHTS ..... GREASE SOUNDTRACK
PARADISE BY THE DASHBOARD LIGHT ..... MEATLOAF

mix it up! mix it up! mix it up! mix it up! mix it up!

Best Mixes -

Submitted By:

Rich Nordheim of Rockin' Rich in Wilkes Barre, PA

Macarena by Los Del Rio
Hot Hot Hot by Buster Poindexter
December '63 (Oh What A Night) by The Four Seasons
Electric Slide by Marcia Griffiths

ROLLS

SONIC EXCITEMENT

RP261 Dual Sonic Exciter and RP262 Stereo Sonic Exciter

- Brilliant Frequency Enhancement
- 1/4" XLR and RCA Inputs and Outputs
- Adjustable 18 dB/Oct. Subwoofer filter(RP262 only)
- Calibrated LED Bargraphs (RP262)
- Precise control over low frequencies

All Rolls/Bellari Sonic Exciters feature a new proprietary Rolls invention, SCE processing. SCE (Spectrum Correction Encoding) uses frequency compensated gain adjustment, and compensated frequency domain delays which essentially fan the sound out like a deck of cards. This makes each sound more audible and distinct, reducing the need for high volume and radical equalizer adjustment.

SE162 RED SQUARE

- Direct Box / Sonic Exciter in one compact chassis
- For high impedance mono signals like a remote microphone - make the sound explode!

Bellari

The RP562 takes the SCE process of an RP262 to a new level - tube based processing. The RP562 can be pushed slightly harder to provide a warmer, more natural sound without compromising sonic quality.

RP562 Stereo Tube Sonic Exciter

FOR MORE INFO
CONTACT ROLLS

5143 South Main Street
Salt Lake City,UT 84107
(801) 263-9053 • FAX (801) 263-9068
email: rollsrfx@rolls.com
web: www.rolls.com

Bring your sound to life!

BY GEORGE MOHR

It's Tune-up Time

EXTEND THE LIFE OF YOUR GEAR WITH A LITTLE TLC.

With your holiday bookings behind you, you may again find yourself in what is known as the "DJ Dead Zone."

If you are not sitting in front of the boob tube praying for the phone to ring, and you are actually booked out, then kudos to you! But for those of us taking a little mid-winter hiatus, this is a good time to pop open the hoods and make sure everything is sounding as clean as spring air when the flowers are bloomin' and business is boomin' again!

Winter storage

The first thing you should think about is WHERE you are storing your system. Do you have it in a nice warm dry place inside your home or office or is it freezing its knobs off outside in a shed?

If it's outside in the cold, then be prepared to deal with the enemy of all things electronic: The Dampness Demon! Arrrrghghhh! This little devil loves to wreak havoc on your system. Unfortunately, his work may not become apparent until your next wedding reception. He is a nasty critter who works very discreetly. This is what he does:

When you bring your gear into a nice warm hall after a long period in the cold, condensation occurs and the Dampness Demon goes to work oxidizing the connectors. In time, the oxidation builds up and causes rust or pitting. This ultimately results in channels dropping out or more serious damage to the internal parts of your sound system. That's right, the Dampness Demon can get right inside your equipment and cause major damage to the internal connections. The Dampness Demon may also attack your speakers, saturating and weakening the woofers. Eventually, the cones will tear or the glue will deteriorate. I wasn't kidding when I said "a NASTY critter!"

The best thing you can do to prevent problems is to store your gear in a warm, dry climate. A basement or garage is OK as long as there is heat present, a dehumidifier to take out excessive dampness and you don't have any water problems, like flooding. If you simply must store your equipment in a truck or shed, wrap up the vital parts (coffin, amp rack, speakers) in moving blankets. Check on the blankets frequently and switch them if they feel damp or moist.

The once-over

Storage aside, another thing you can do to extend the life of your gear is to give your entire system a "once over" before you put it in storage.

The first place to start is with a full inspection of the wiring. Are any of the patch cords frayed? Do any of the plugs look like they have pulled free from the insulation, exposing the bare wire? Is the wire insulation worn or torn in any place? Has the cable been badly crimped or stepped on at any particular point? If so, replace these wires immediately!

Another thing to look for that's not so obvious (with a physical inspection) are loose wires due to a bad patch cable. Turn on your system and, one by one, play each source (CD player, tape deck, or turntable). Carefully wiggle both ends of each cable. If one channel (or both) cuts in and out while you are wiggling the cable, then there's an internal break and it must be replaced. On some units, the patch cord is permanently attached (hard wired) to the unit. In this case, it has to be professionally serviced.

While checking the cables, eyeball the connectors on each of the units and be sure they are shiny and clean. If you see any film or grainy buildup on your connectors and cables, they must be cleaned with a good contact cleaner. Do not spray the cleaner into the jack, rather, spray it on the plug and then insert the plug into and out of the jack. Use a tissue paper to wipe off the residue.

Check your sources

Next we move on to your turntables. The first thing you should check are your styli. Do they still hold the groove at the recommended tracking weight, or do you find you have to set your tone arms heavier to keep the needle in the groove? If so, it usually means that it should be replaced. While you are checking the stylus, rock the

head shell back and forth to see if it still is making proper contact without having one of the channels dropping out. If one of the channels drops out then the contacts in the arm probably have to be cleaned.

Tape decks are notorious for problems. If you are one of those DJs who never cleans the heads then you are asking for trouble! The best thing to do with your tape deck is to keep your heads cleaned and demagnetized. You should have these professionally done twice a year. Now would probably be a good time to do it. In a pinch, you can use one of those cassette head cleaners, but make sure it is of the NON-ABRASIVE type. Usually the wet cleaners that have the moving parts inside of them work best.

The mixer is next in line. The things to focus on are the faders. Are they starting to get scratchy? Do you hear the opposite channel leaking though on the crossfader? If so, then it is time to have the offending controls replaced. Most mixers have replaceable crossfaders and some even have replaceable channel faders and transform switches. If your mixer allows you to replace these yourself then by all means do so now! If not, have the mixer professionally serviced.

Aside from the usual checking for loose connections, there is not much that has to be done with your power amp. However, there is a cooling fan in most amps and these do attract a build up of dust. Now is the time to bring in your amp for that tune up and cleaning!

Your speakers will require most of your attention. This is where critical listening is a must. Assuming that nothing is wrong upstream of the speakers, check each one carefully by itself and then check them both together. Listen for any sound differences between them. If you notice something different, lower the volume and check to see that sound is coming from the tweeter, the midrange (if your speaker has one), and the woofer.

If you notice that one of these is out, you may have a blown speaker. If you notice that sound is coming from all the speakers, but one in particular sounds bad, then it could have a rubbing voice coil and should be replaced. Many woofers can still play when they have a rubbing voice coil, but not for long! They could short out the amp, so fix any problems like this ASAP!

Another thing to listen for is cabinet rattles. As speaker boxes age and get tossed around, the glue joints separate and the wood develops rattles. To find the rattle, turn the sound system off and knock on the cabinet with your fist. Speaker rattles may also come from poorly designed or loose horn baffles, so check all around them as well.

This should keep you busy while taking calls and filling your spring and summer bookings. Should you need any additional advice on the matter, I can be reached at Abracadabra... The DJ Pro Shop, 1153 Deer Park Ave., North Babylon, N.Y. 11703; or call (516) 667-2300.

UPSTAIRS RECORDS™
www.upstairsrecords.com
140 58th Street Box 82, Dept M299 Brooklyn, NY 11220-2521
Call Us TOLL FREE (800) 4-UPSTAIRS 487-7824
OUT OF USA call (718) 567-3333
In NYC visit our retail store at 5003 Avenue X, Sheepshead Bay, Brooklyn
PIONEER
New! •Front loading •Looping
CDJ-100S $499.95
Numark
New!
CDN-34 GUARANTEED LOWEST PRICE
12 second buffer, instant buffered start & more!
DENON
DN-2000F-MK3 GUARANTEED LOWEST PRICE! Dual CD Player
crown
CE-1000 $499.95 275W per channel at 8ohms
CD-250 $49.95 3-Row CD Case
Low! (CD-350 4-Row Case..$79.95)
NADY
802-HT $389.95 UHF Wireless mic system
JBL
15" Woofer & High freq comp driver, 225W RMS,900W Peak @ 8Ω
TR-125 $249.95
PHILIPS
New!
CDR-765 DUAL CD RECORDER/PLAYER $599.95
Make flawless copies of your CD's or make compliations from CD,Cassette or Vinyl easily.
Martin
812A INTELLIGENT PACKAGE $1599.95
Includes: 2 Roboscans 812a, 1 2504 controller, & 1 LTS-6 stand
American DJ
MINI SAUCER $279.95
48 colored lenses crisscross & breakdance to the beat of the music.
MOBOLAZER®
G-BEAM GUARANTEED LOWEST PRICE!
No Controller needed!!
CHAUVET
TECHNO-STROBE PACKAGE $249.95
Includes: 4 technostrobes, 1 techno controller, and 4 cables.
American DJ
New!
MULTI-SLIDE PROJECTOR $109.99
Project any 35mm slide anywhere. Great for parties, weddings,corporate events and more!
American DJ
New!
LIGHT COPILOT $199.95
8 channel automatic lighting controller. Audio & timed chase, internal mic & line input for music control, flash & blackout, 2 four channel zones & more
Source code M299

GUIDE TO FOGGERS & HAZERS

Antari Z1000 distributed by Chauvet

EVERY-BODY MUST GET FOGGED!

You probably have some pinspots and a cool mirror ball to give your setup the Studio 54 look that goes so well with all those requests for disco. But what if you could make the downward reflecting beams turn into glowing, water-like streams when you spin "It's Raining Men" or enhance your 1980's mix for "Here Comes the Rain Again"?

Maybe you just bought a neat new motorized gobo projector and you're using it to turn the floor or the walls into crazy kaleidoscopes of color, with the beams dancing to the beat. How would you like to see those gobos become multi-faceted tunnels of light? Would you like your gobos to work twice as hard for the money, giving you a sort of laser beam look, only without extra hundreds of dollars expended? Hmmm.

Head in the clouds

Perhaps you've already realized you can do all this and more, simply by adding one affordable piece of equipment to your lighting arsenal: a fog machine. Are you ready to bring a new element of depth and atmosphere to your colorful, moving array of lighting effects? Before you run out to your neighborhood DJ equipment store, you may want to take a deep breath and pause here to go over some of the basics of indoor cloud creation.

First, a word on how fog machines generate fog. The basics involved are liquid and a heat source, just like when you put a kettle on a stove. You fill the resevoir with water, turn on the burner and wait for the steam to appear. In a fog machine, the high-tech term for the liquid is "fog juice," which is pumped through an extremely hot, coiled metal tube and changed into steam, referred to as "fog" or "smoke." Unlike water vapor, the chemical composition of fog juice allows the resulting fog to remain in the air longer, keeping it from condensing and falling like dew on all your electrical devices.

In contrast to foggers, "hazers" produce a similar effect without the use of heat. These machines produce a haze by releasing small particles that expand in the air. The particles come from a heavier, oil-based liquid, or "haze juice," which is propelled out of the machine by a compressor.

Obvious benefits of this type of device are the lack of warm-up time required by a heating unit and the elimination of the potential danger associated with high temperatures. Haze can potentially have a longer "hang time" in the air, thus working with your lighting effects for a longer period of time and saving you money on haze juice. However, it can be argued that this kind of haze doesn't have the same light-enhancing consistency as fog from a heated fogger. You should probably check out both options in action before deciding which type of unit is right for you.

The juice on safety

A little more "juicy" information... the chemical composition of fog juice must have FDA approval, to assure safety. Fog will not harm the skin or eyes of people in a room or club where it is being used. Just

BY DAN WALSH

Logically, the longer or more often a fogger's element can stay at the peak fog-generating temperature, the more consistent its fog production will be.

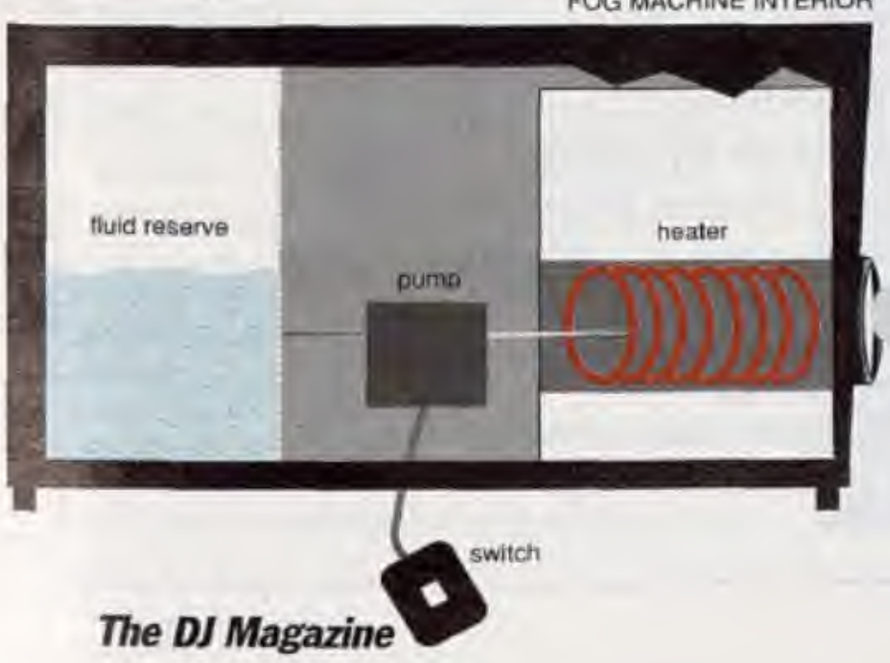
avoid intense, prolonged, concentrated exposure. In other words, don't allow any dancing masterminds to put their mouths over the output tube of your fogger. And make sure you check the label before taking a swig of the juice. (That was a joke.)

The worst complaint you'll probably encounter these days is that someone doesn't like the smell, especially if you're using a scented fog formula. Personal taste, experimentation, and a dose of common sense should dictate how you use scented fog, if at all. Ultimate crowd enjoyment, of course, is the result of properly generated fog (more on this below), avoiding the extremes of too thick, choking smoke or too thin, "why bother?" wispiness.

The main variable involved is how well the machine controls the temperature when heating the liquid, because this determines the density and consistency of the fog. When triggered, the fog machine's heating element will heat up, creating an interval of fog, then cool down before heating up again and repeating the cycle. Older foggers use mechanical thermostats with a relatively wide temperature range to control this sequence. In some cases, the temperature can drop as much as 50 degrees, resulting in noticeably uneven coverage and consistency.

Logically, the longer or more often a fogger's element can stay at the peak fog-generating temperature, the more consistent its fog production will be. An example of new technology aimed at eliminating the problem of wide temperature fluctuation is Electronic Thermo Sensing (ETS), featured in American DJ Supply's new Master Blaster Fogger. This system allows more precise control (i.e. a narrower

FOG MACHINE INTERIOR



The Right Gear
Right Here
Right Now!
american gear
Get the New Year
GEAR
Call now for our FREE 132 page catalog!
ATOMIC DAWG!
$89.99
Numark
Call us toll-free: 1.800.700.4542
1000 watt Amplifiers from $469.99
Welcome to the sound, lighting and recording gear revolution! Imagine the hottest gear on the planet being just a FREE phone call away. Call today and start enjoying the best selection and lowest prices on the gear you need most! Better yet, American Gear will back your purchase with outstanding FREE technical support and the lowest prices in America. In fact, we'll guarantee it's the best price you can find for up to 30 days after your purchase. Look inside our new 132 page FREE full color catalog for "Green Tag" and "American Value" savings on popular models. In addition, every purchase is another entry into our "Gear Group" drawings for FREE gear!
Lighting FX from $19.99
Turntables from $99.99
Call now to join the American Gear Revolution!
THE RIGHT GEAR, RIGHT HERE, RIGHT NOW!
american gear
Call us toll-free at:
1-800-700-4542
or visit us on-line @ www.american-gear.com
If you find yourself in the LBC, drop by our warehouse direct showroom at 4321 Atlantic Ave., Long Beach, CA 90807
MBTAMG1192

LyteQuest Baby Dragon

temperature range) by way of an electronic thermostat mounted on a PC circuit board. A more even heating process can result not only in more consistent coverage, but also whiter fog and less fog juice usage.

I can't see my hand!

In practical applications, smooth fog output will guarantee two important things: a.) a consistent enhancement of your lighting effects, and b.) avoiding the potential liability associated with low visibility in a room. You could bring a fan to blow out a congested room, but using a quality fogger in good repair and with proper technique is the best way to ensure safety and professional performance.

Another safety matter to consider is smoke detectors. Unfortunately, there is no way to predict how a certain smoke detector in a certain room will react to fog from your fog machine. You should definitely ask your contact person for the venue in advance if smoke is allowed at all, and if there have been problems in the past. React accordingly to the answers you get, keeping in mind that an avoidable fire alarm incident probably won't help generate future recommendations.

After all these "mistical" considerations, you're probably itching to get out there and fill your world with a smooth white smoke screen. Just a few more things to think about...

Turbofog by Elektralite

One of the great things about adding a fog machine to your setup is that it doesn't require a training course to get it up and running. You should, however, determine how you'll be using your fogger and shop accordingly. Although the

A Hot, New Mastermind

The new series of Master Blaster Foggers from American DJ Supply make use of a new technology, abbreviated ETS. This is not a form of mind control. ETS stands for Electronic Thermo Sensing, a method of temperature control for fog machines. ETS is able to sense when the fogger's temperature drops as little as one or two degrees. It will then switch the heater back on, enabling the Master Blaster to maintain a much more constant optimal operating temperature than the typical mechanical thermostat. The result is a thinner, whiter fog that appears to roll out continuously.

Another innovation found on the Master Blaster series is a cleanable heater unit. The unit's front nozzle can be unscrewed to take out the heater for removal of mineral deposits, something that in the past could only be done at the factory. All units (Master Blaster 700, 1000 and 1500) include a 25-foot control cable, 1-quart fog juice tank, and hanging bracket.

Contact the manufacturer for more information:
American DJ Supply
4295 Charter Street
Los Angeles, CA 90058
Tel: (800) 322-6337
Fax: (213) 582-2610
Web site: www.americandj.com

different brands all perform the same basic function, you'll find a variety of control options available, including timers, wired and wireless remotes, DMX compatibility, as well as various liquid capacities and containers, warm-up times, and overall sizes and weights. Some major suppliers of quality fog machines and hazers include American DJ Supply, Chauvet, Colorado Sound N' Light, Elation, LyteQuest, Martin Professional, MBT, Ness, Omnisistem, Technilux, TPR, and VEI.

When shopping for a fogger, remember that wattage does not relate to output. The wattage rating only tells you how much power the unit will be drawing. The amount of fog produced depends more on the design of the fogger and the efficiency of its pump. For safety, make sure the unit has a thermostat and a light to indicate that it's ready to operate. Also, if you choose a wired remote, look for a model that uses a low control voltage, to avoid turning a spilled drink into a greater hazard. Finally, always use the fog juice recommended by the manufacturer. This will help lengthen the life of your machine, since the fluids are formulated to work best at temperatures specific to each fogger.

Cleaning your fog unit is generally very easy. Replacing the fog juice with clean, demineralized, distilled water, and running it through a cycle will usually do the trick. Some authorities suggest adding vinegar to the water, while others insist this only works for your coffeemaker; please check with your manufacturer for detailed maintenance instructions.

Hopefully this has given you a good dose of practical fog knowledge, to help get you rolling with a Mobile DJ's type of smoke and mirrors.

Special thanks to American DJ Supply for the technical information provided in this article.

The world's largest and most complete supplier of specialty *PRESSURE-SENSITIVE TAPES* to the entertainment industry!

GAFFER'S TAPE
Now available in Purple!
Plus Silver, Black and 18 other brilliant colors!
The standard of quality by which all others are judged!
Vinyl impregnated, premium cloth tape. First choice with entertainers everywhere who insist upon using only the very best. "The real thing!"

- **COLOR-CODING TAPES** — Vivid colors for color-coding wire and cable, stage blocking, and spiking.
- **PRO-GLOW® "Glow-in-Dark" TAPE** — High visibility — as soon as lights go out.
- **DOUBLE-FACED HEAVY-DUTY TAPE** — Adhesive on both sides for set construction or for any holding and fastening jobs.
- **CABLE-PATH™ WIRE AND CABLE TAPE** — Cables slide freely through the center.
- **PRO-MATTE™ BLACK ALUMINUM FOIL** — High temperature lighting applications.
- **NEW DUVEPRO™ TAPE-BACKED FELT FABRIC** — Matte-black. Versatile product for all on/off-stage uses!

PLUS... electrical tapes, film splicing tapes and other specialties. Call for FREE color swatch cards or for distributor nearest you!

1-800-345-0234
In NJ: (732) 346-0900 ■ FAX: (732) 346-0777
Website: www.protapes.com
E-mail: protapes00@aol.com
100 Northfield Ave.
Edison, New Jersey 08837

PRO™ TAPES & SPECIALTIES

Denon
Numark
JBL
Gemini
Pioneer
Yamaha
American D.J.
Roland
AKAI
Technics
Martin
Vestax
Rane
Ortafon
Crown
Crest
and many more!

Caruso's
Mobile D.J. & Nightclub Warehouse

Huge Inventory • Best Prices

Call Now 800-264-6614

Outside U.S.: 860-442-9600
Fax: 860-442-0463

Mail Order Worldwide
Visit our New Showroom

94 State Street
New London, CT 06320 USA
E-mail: sales@caruso.net
www.caruso.net

DISCOVER MasterCard VISA Caruso Music

IN SEARCH OF THE BES[illegible]ND & LIGHTING SYSTEMS ON EARTH

Dave Cameron

Our "In Search Of..." mailbag has been overflowing with letters from DJs proudly proclaiming their company among the best in the country! Our challenge is to pick six companies each year from the scores who write to us. Alas, we surrender. With so many companies with so much merit, we needed to depart from our usual format and feature this collage of 3 great DJ companies.

Jam Session Setup

Sound:
Numark DM2175XLS mixer
Denon 2500F dual CDP
JVC dual cassette deck CD+G player
Shure SM58 microphones
Crest CA6/CA9 amplifiers
BBE 862 sonic maximizer
Rane Mojo crossover
ETA conditioner
Klipsch KP-3002/KP-1000 speakers
Pioneer SE-DJ500 headphones
Grundorf case
Ultimate Support stands

Lighting:
12" mirror ball
Pin spots
Visual Effects Orbitron
Lytequest Super Strobes
Martin Starflash
American DJ Black Widow Lasers
Fog machine
Light control system
Tri-Lite Cop Beacon
10' truss

Accessories:
Univenture sleeves
Party props
8' Wells Cargo trailer

DJ Joe Gencarelli of Jam Session in Rhode Island

Jam Session
Westerly, Rhode Island

Average Rate: $450 / 6 hours

Joe Gencarelli, from Westerly, RI, got bit by the DJ bug at the tender age of 12 when he provided music with a boom box and cassettes at a seventh grade dance. A few years later, one of his teachers, who owned a DJ company, asked him if he wanted to be a roady, which he gladly accepted. Eventually, he started renting equipment from his teacher and started doing his own gigs under the name Jam Session.

Gencarelli, now 24, runs Jam Session as a single system company. He does about 70 weddings, private parties and school functions a year. He also has a few club gigs and radio shifts. His DJ service covers the Rhode Island, Eastern Connecticut and Massachusetts areas.

Though Gencarelli graduated with a degree in video and radio production, he is currently focusing on his DJ company full time. He plans to continue adding to his services. He currently offers Carlson Craft wedding invitations and plans to add videography and a second system.

The Compact Disc Jockey
Ontario, Canada

Average Rate: $400 / 5 hours, up to $750 with lighting and fog

Dave Cameron of Bobcaygeon, Ontario got his start as a Mobile DJ at the Royal Canadian Legion his father-in-law frequented. At first, it was to just help out his father-in-law and daughter (Cameron's wife, Myna), but it quickly became more.

"Soon several people would approach us to do weddings and dances. We were young, had a great time and became very busy," says Cameron.

Twenty-eight years have passed and the business has expanded to include Cameron's daughter, Carrie. The Compact Disc Jockey, which specializes in weddings, now has three units: one regular size, one for large venues and one backup. Cameron, 53, hopes to retire soon from his full-time job in the furniture business to focus on his DJ business.

The Compact Disc Jockey Setup

Sound
Crest CA series amp
Yamaha power mixer
JBL speakers
Electrovoice speakers
Denon 200FMKII
Numark DM1600 mixer
Gemini cordless mics
Shure mics

Lighting
American DJ Mace, Avenger, Warp, Vertigo, mirror ball
LyteQuest power distributer and chaser

Ultimate Entertainment's Setup

Sound
Sony MD JE 520 minidisc player
BST dual CD player
American DJ XDM242 mixer
Crown Power Bass 2 amp
DOD 2-way crossover
Peavey 18's subwoofers
Wireless mic

Lighting
American DJ Supply:
Par56, Orbit
Super Strobe, Super Spot
Sparkles
mirror ball
blacklights
CC2016 controller
SCFlash System
Hazer
light stand
bubble machine

Ultimate Entertainment
Portland, Oregon

Average Rate: $285 / 4 hours, more for add-ons

Chad Dowling and Jim Wilcox are fairly new to the Mobile DJ business, though they had prior experience DJing in clubs and radio. They teamed up to form Ultimate Entertainment about three years ago. It didn't take them long, however, to come up with a really good idea for promoting their business. They decided to share office space with a local wedding service and become their exclusive DJ service. Ultimate Entertainment can be found in the same office building as Clara's Wedding Establishment, a bridal store, and Clara's Limousine Service.

This arrangement has been advantageous for all three companies. It provided Ultimate Entertainment the opportunity to offer their wedding clients what they call "The Full Meal Deal." Not only does Clara's refer their clients to Ultimate Entertainment, but Ultimate is also able to offer their wedding clients a special deal on limo services if they book with them.

This setup must be working well because Dowling and Wilcox started out with two systems and now have ten!

Ultimate Entertainment owners Chad Dowling and Jim Wilcox, and some willing participants.

IN SEARCH OF... YOU!

To be profiled in Mobile Beat's "In Search Of" send a letter telling us why you think yours is one of The Best Sound & Lighting Systems On Earth! Mail info to:
Mobile Beat Magazine, PO Box 309, E. Rochester, NY 14445-0309

In Your Face

THE AGGRESSIVE APPROACH TO INCREASING YOUR BOOKINGS.

BY BOB POPYK

Getting the most DJ gigs means being able to effectively sell yourself and your DJ/KJ service. I once read some great words to live by in a *Washington Post* article about heavyweight boxing champion George Foreman. In Foreman's words, "I learned something early in life. If you sell, you'll never starve. In any other profession, you can find yourself out on the street saying, 'They don't want me anymore.' But if you can sell, you will never go hungry." It's true. The only problem is, to be really good at selling, you have to want to do it. A lot of people aren't good at selling themselves or their services because they just don't have a burning desire to sell. They don't like it. They're not wired for it.

You've got to believe

The big plus to selling your DJ/KJ services is that your product is fun. You add excitement, happiness and enjoyment to the most important times of people's lives. And the more money you can make, the more fun it is for you. I've always found that if a person loves and believes in what they are selling, they will be successful. But to become really good at selling your services, you must continually sharpen your skills. You can't become complacent. Remember, "When you're green you're growing... when you're ripe you rot." You can always learn something new or possibly re-learn something you may have forgotten.

Selling your service takes a good measure of assertiveness. There are those who use the "I don't want to be pushy" approach. They will end a conversation with a line like, "If you don't want to book me now, call me when you're ready. Here's my card." It's a great tactic unless you want to make more than minimum wage.

At the other end of the spectrum is the "this is how I make my living, so I'm going to stay in your face until you buy or die" approach to selling. These people usually do pretty well, except that the amount of verbal abuse they have to take doesn't necessarily make life pleasant. And if your DJ biz isn't fun, what's the point?

The right balance

There is a happy medium. It's not "pressure." It's more like exercising a certain amount of "positive persistence." With some customers you can go all the way. With others, a little persistence may be too much. You have to learn how to read your customers and figure out how much persistence they need or will take.

But when you talk to a customer on the phone, send a brochure, place another follow-up call, set up a meeting, and after all that, she still doesn't commit, you have to "stay in her face" if you want to end up with the booking. You can't let people hang up the phone or walk out the door with nothing but your card in their hands and expect them to call you first thing in the morning. It doesn't work! Customers will say, "We'll get back to you." But I don't think anyone has actually gotten back to anyone else since 1984. If they have, they're the exception rather than the rule.

Here are a couple of ideas for signing more gigs from mobiles who earn above-

average incomes. They don't let customers hang up and hope for the best. They "stay in their faces" until they at least get a "no." One DJ in Southern California always gets a prospect's name and phone number. If he quotes a gig and the person doesn't book right away, he calls their house during the day when the answering machine is likely to be on. He leaves a "teaser" message to the effect that he forgot to tell them something very important about his services. He ends with the line, "Please call as soon as you can." If he still doesn't hear from the prospect he follows up on the call with a postcard a few days later saying, "Give me a call, I've got good news for you." He says the more times he talks to the person, the closer he is to booking the gig. And the quicker he can get the customer to call him back, the easier it is to book the date.

You have to learn how to read your customers and figure out how much persistence they need or will take.

Another approach a DJ/KJ in Florida uses to get customers to call back is to entice them with something free: an extra half-hour, special music, special request hand-outs, added effects... whatever. You just want to get them to call you back one more time. Obviously, you're not going to exert all this effort if it is a "nothing deal." But if it's a gig that pays decent bucks, it's worth it for you to use the "stay in their faces" approach. That is, of course, if you really want to get the gig.

And that's what it comes down to. How badly do you want to book the job? Particularly when the customer says, "Look, I want to call around. I want to think about it. I like your service, but I want to check my finances. Send me a brochure. Give me your card; I'll kick it around." Don't accept that! Go after them. Call. Write. Ask them to stop by an event you are working to see you in action.

The point is: If you want to increase your DJ business dramatically, get the customer who said "I'll think about it" on the phone one more time. Stay in her face until she says yes or no. The chances are in your favor that she will say "yes."

Bob Popyk is publisher of "Creative Selling," a monthly newsletter on sales and marketing strategies and author of the book "Increase Your Mobile DJ Business by 30%... Starting Next Week!" To reach him for comments, request a free sample of his newsletter, or to order his book for $20 plus $6.50 shipping and handling, call (800) 724-9700, or write to: Bob Popyk, Bentley-Hall Inc., 120 Walton Street, Syracuse, NY 13220.

the CORE professional store
Call 800-324-2673
Sound, Lighting, Video & Accessories

Impress Them with Your INTELLIGENTS!
HIGH END SYSTEMS TECHNOBEAM
Martin ROBOSCAN PRO 918

Go Ahead...Try and SHOCK Them!
Numark NUMARK CDN-34
- 12 seconds of shock memory plus true instant start
- Seamless looping, huge backlit display, beat counter
- Program play (up to 30 songs), true continuous play

SHURE
SHURE UT SERIES UHF TRUE DIVERSITY WIRELESS SYSTEMS
- Low-traffic UHF transmission, especially critical in urban areas
- Use up to 8 systems in the same performance space at 1 time

Be the CENTER of Attention!
American DJ®
ADJ MINI-SAUCER
ADJ MINIGRESSOR
ADJ VAPORIZER

Does Your Music Library STACK UP?
DENON DN-M2300R
Dual MD Recorder/Player
marantz
MARANTZ CDR 630
Professional CD Recorder
Mobolazer Lil' G-Beam
with the NEW G-Scan graphics pkg!

CALL 800-324-2673 FOR OUR LATEST CATALOG
OR EMAIL US AT: sales@core-systems.com

MILLENNIUM MADNESS

ARE YOU GOING ZEROS OVER Y2K?

BY ROBERT A. LINDQUIST

It all made sense at the time. Back in the '50s, '60s, '70s, '80s and even into the early '90s, the accepted way of saving precious memory in mainframe computers and microprocessors was to assume years would always start with 19. That way, all that's important are the last two digits, such as just '78, '79. etc. Good idea, until the first two digits change.

Global shortsightedness has come home to roost. As Dick Clark welcomes us to the year 2000, the world will collectively hold its breath to see just what happens. Maybe nothing... maybe everything. The harder you lean on the facts, the more likely you are to believe that, as we get ready to turn over the zeros, we need to prepare for a few surprises.

In a byte, the year 2000 problem (known as Y2K, or the Millennium Bug) is about how computers will behave when asked to process a year that starts with something other than 19 (see sidebar "Executive Order"). Peter deJager, who has been following the problem since 1991 illustrates it this way: "I was born in 1955. If I ask the computer to calculate how old I am today, it subtracts 55 from 98 and announces that I'm 43... but what happens in the year 2000? The computer will subtract 55 from 00 and state that I am minus 55 years old."

To personalize the issue, just think how many times you have made a bank deposit, paid a bill or filled out some sort of form or application since the advent of the computer age. Multiply that number times roughly 200 million Americans and you have some idea how much valuable hard drive space has been saved by ignoring the 19. It's the granddaddy of GIGO (garbage in-garbage out) scenarios prompted by cost sensitive businesses, with no foresight as to who would be around to clean up at the curb.

The double digit dilemma

The central focus of the Y2K problem is huge, mainframe computer systems which use "ancient" languages such as COBOL. Many of these systems were introduced to the business world during the first phase of global computerization in the '50s and '60s. Their selling point was the man hours they could save. The fact that their two digit date fields couldn't deal with a year that started with 20 was inconsequential. Knowing how fast computer systems become obsolete, the people who setup these machines never expected them to still be in use at the turn of the century. But there they are, still chugging away in all sorts of public and private businesses, institutions and government services, including the IRS.

To prepare for the new century and the onset of Y2K, most large corporations have been working triple overtime scrubbing their computers and software clean of every two-digit date field that could mistake 2000 for 1900. Progress is being made in leaps and bounds. Yet, even if every line of code in the U.S. is fixed, that constitutes only 22 percent of the world's code. All programmers need to miss is one mission critical line of code to create a situation that could yield anything from a system shut-down to a waterfall of erroneous information.

But there's more

The other side of the Y2K problem involves embedded systems. These are tiny electronic microprocessors or chips that are built into millions of pieces of equipment. Food, drink and clean water come primarily from processes that depend on embedded systems. The world's energy supplies (oil, coal, gas, nuclear) depend on embedded systems as do manufacturing processes. Vehicles of all types use microprocessors. They are also vital in railway networks, telecommunications, medical equipment, broadcast media, and so on. Then there are telephone systems, PBXs, fax machines, mailing equipment and other common office equipment that record date and time.

These computer chips are hard-wired into the computer. On the chip is a "burned in" program that tells the chip what to do. Not all embedded devices have a time/date sensitivity; that is, they are Y2K compliant. However, any device which displays

or processes dates or times is potentially at risk from the Millennium Bug. If a chip has its program embedded into it, the program cannot be revised by software. It has to be replaced by a chip that is 2000-compliant. Compounding the problem is the fact that a lack of documentation is making it very difficult for manufacturers, customers, and OEMs to evaluate the year-2000 compliance of their products that depend on these chips.

The number of chips that are noncompliant is anybody's guess, but if the percentage is on par with the number of noncompliant lines of code in COBOL programs, then we're talking somewhere between 1- 5 percent. That's quite a window. According to an estimate in the September 1998 issue of *Datamation*, of the 70 billion chips put in service since 1972, 5 billion are noncompliant.

The bug

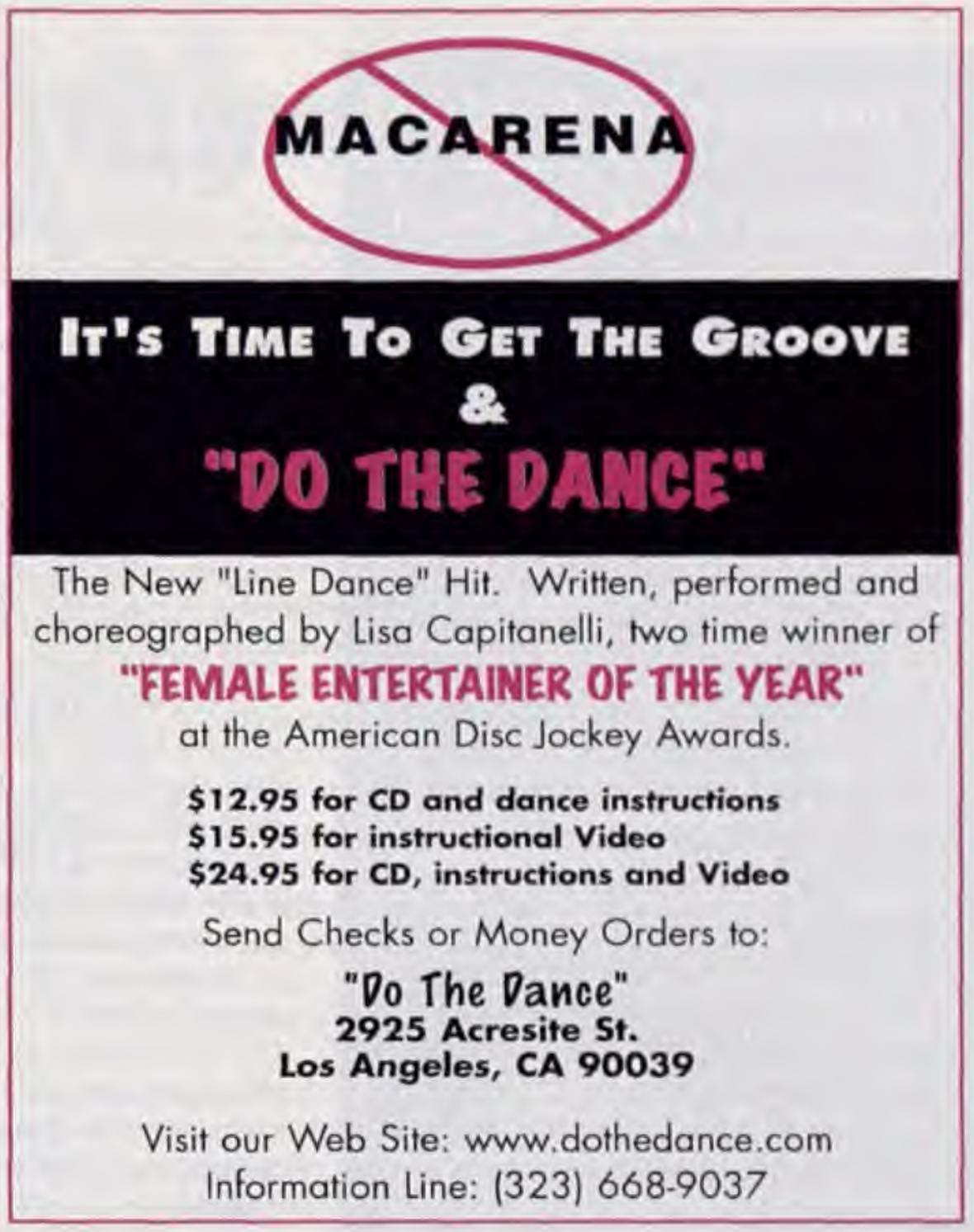
How are embedded systems affected by the Millennium Bug? For production and manufacturing companies, if the chips fail, production may stop. In non-production environments, the failure of embedded systems could render offices unusable or inaccessible. In the worst case, embedded systems could shut down equipment or make it unsafe or unreliable. Behind the scenes, they could produce false information, which may mislead other systems or users.

Over the past two years public perception of the Y2K problem has grown from being a futuristic, science fiction plot to a reality that's fast closing in. Like it or not, January 1, 2000 will arrive right on time. The big question is, how will the computerized systems that manage defense, transportation, power generation, manufacturing, telecommunications, government, education, and health care react?

What will happen?

Y2K is not black and white. The doomsdayers are predicting lengthy, massive power outages, food shortages and civil unrest. On the other side are those who feel that whatever happens, there will be troops of talented experts standing by to fix it fast. If it goes beyond that, they are prepared to let the government see to their needs. The truth lies somewhere in between. One area of agreement is that all problems will not occur instantaneously. Rather, Y2K infected programs and systems are expected to be, at the least, a major annoyance for the next two to three years.

While slow to react initially, most government agencies are coming up to speed and are attempting to go after the problem with tenacity. The Social Security Administration, for example,


MACARENA
IT'S TIME TO GET THE GROOVE
&
"DO THE DANCE"
The New "Line Dance" Hit. Written, performed and choreographed by Lisa Capitanelli, two time winner of
"FEMALE ENTERTAINER OF THE YEAR"
at the American Disc Jockey Awards.
$12.95 for CD and dance instructions
$15.95 for instructional Video
$24.95 for CD, instructions and Video
Send Checks or Money Orders to:
"Do The Dance"
2925 Acresite St.
Los Angeles, CA 90039
Visit our Web Site: www.dothedance.com
Information Line: (323) 668-9037

MILLENNIUM MADNESS

has over 400 programmers working seven days a week to fix 31 million lines of code. At present time, the big questions are whether the work will be done in time and, faced with such a high pressure, high profile task, how complete the work will be.

In his October 8 testimony to the Senate's Year 2000 Committee, Lou Marcoccio from the Y2K watchdog organization, The Gardner Group, stated: "Even if all U.S. companies and government agencies get themselves Year 2000 compliant before 2000, the absolute largest risk to the U.S. and to its citizens is the impact from companies and governments outside the U.S.

Far too many companies and governments critical to our continued strong economy and providers of key resources are more than 30 months behind private industry in the U.S. Since it takes an average of 30 months for a midsize company to achieve compliance of their most critical systems, many of these lagging foreign companies and governments will simply not have enough time to get their systems fixed before 2000. Failures will lead to a negative impact on our economy and availability of critical resources.

Russ Kelly Associates is among numerous other computer driven businesses focusing on Y2K solutions. RKA recently asked 21 self-touted "experts" to rate the seriousness of the Y2K problem on a scale of 0-10, with 10 representing "major worldwide social, economic and technological disruptions." Of the 21, only one expert, 35-year software veteran Nicholas Zvegintoz, rated the problem at less than five. While not denying there are Y2K bugs to stomp, Zvegintoz rated the problem a 1. Interestingly, he was the only one of the group without a vested interest in terms of selling a product or advancing his career.

DJs in some areas of the U.S. have already began promoting their New Year's events as "Y2K immune" or "Y2K Compliant," promising to have a generator on hand... just in case. That's smart marketing.

How will this effect you?

While much is being done to minimize the effects of Y2K, the chances of the new millennium rushing in without a post-party hangover are pretty slim. In checking with the manufacturers of audio and lighting equipment, we were unable to find even a single concern with Y2K compliance in the products themselves. Even products such as CD players which have built-in time devices are immune as their job is to display track time, they don't really care what year it is.

Getting through your New Year's Eve party on December 31, 1999 could be another matter. While a coast-to-coast blackout is unlikely, regional brownouts are expected. Depending on the severity, they could certainly force you to pull the plug early. DJs in some areas of the U.S. have already began promoting their New Year's events as "Y2K immune" or "Y2K Compliant," promising to have a generator on hand... just in case.

IS that your definition?

Executive order signed by President Clinton in February 1998

YEAR 2000 CONVERSION
"Because of a design feature in many electronic systems, a large number of activities in the public and private sectors could be at risk beginning in the year 2000. Some computer systems and other electronic devices will misinterpret the year "00" as 1900, rather than 2000. Unless appropriate action is taken, this flaw, known as the "Y2K problem," can cause systems that support those functions to compute erroneously or simply not run. Minimizing the Y2K problem will require a major technological and managerial effort, and it is critical that the United States Government do its part in addressing this challenge."

Surfing for Solutions

Everything you ever wanted to know about Y2K can be found on the Web. Surf these sites first:

General informational Y2K sites:
www.year2000.com
www. garynorth.com
www. khouse.org
www.Y2K.com

The Information Technology Association of America -
www.itaa.org/year2000.htm

The U.S. Governments Year 2000 Information Directory-
www.itpolicy.gsa.gov/mks/yr2000/y201toc1.htm

IBM
www.ibm.com/year2000

Apple
macos.apple.commacos/2000.html

Microsoft
www.microsoft.com/cio/year.asp

It's the millennium stupid!

According to Firesign Theatre, the scariest part of Y2K could be the men in the eyeball hats.

There are plenty of serious takes on the Y2K problem, this is not one of them. Firesign Theatre, the popular cult comedy troupe from the '70s, has regrouped just in time to give us their take on the problem. *Give Me Immortality or Give Me Death*, on Rhino Records, documents the broadcast activities of RadioNow ("it's weirdly cool") on the last day of 1999, which is assumed to be the last day, period. DJ BeBop Loco anchors the show with frequent traffic updates from "Our dizzy devil over at Funfun town... Captain Happy Panditt." The rest of the cast includes Chump Threads with "Sports in Shorts," celebrity stalker Danny Vanilla and the RadioNow on-the-spot actuality news team of Ray Hamberger and Harold Hiphugger. If you appreciated Firesign's wacky way of twisting reality before, you'll welcome visits from Ralph Spoilsport ("You can live forever while your friends fall apart around you like rotten fruit!"), and a virtual onslaught of commercial parodies. It's like a visit with old friends.

As the RadioNow day starts out we are awakened by a spot for Unconscious Village, a local mattress shop featuring such brands as Naughty Night Snooze Maidens. After the first of many format changes (there's one at every commercial break), we're introduced to the company that owns "the idea of America", US Plus ("Because of us, they're roasting east coast marshmallows on the west coast"). By the end of the radio day we find ourselves in a massive traffic jam while on the way to turn over the zeros at the big party down at Homeless Stadium.

It's about as unpredictable as the whole Y2K thing itself. And while it may offer nothing in terms of playable tunes for your next wedding, it's loaded with potential samples and drop-ins for your 1999 New Year's Eve party. For cyberconnections: www.firesigntheatre.com

That's smart marketing.

The trip back to your home or office may be a bit unusual. Mix the usual number of drunks with the possibility that traffic lights could malfunction, add the chance of a blizzard in the northern U.S., and it could be a night you'll never forget.

The real problems, however, may not surface until you go to use an ATM machine or make a bank deposit. While it's expected that most, if not all, banks will have a net on the Y2K problem by January 1, 2000, there is a chance that computers could pick up the bug from a non-compliant machine and get re-corrupted. As the banking community has become a mass web of interconnections, it's a prime area where a compliant system could be rendered non-compliant by an outside source.

The bigger picture

Even more important than what happens after Y2K is what happens before. While the government is pulling out all the stops in playing down the Y2K problem, the facts are getting out primarily through the Web. The big caution is: Don't believe everything you read.

During the coming months, we will be deluged with prognostications from countless supposed "experts" on Y2K. In planning your own strategy to deal with the situation, ponder this simple question: "If there was a 25 percent chance of an earthquake, which could potentially knock out phones and power for an undetermined amount of time, what would I do?" Obviously , the key word here is undetermined. Based on typical natural disasters of the modern era, we could be looking at anything from a few days to a few weeks. The point is, once "Joe Public" gets a grip on this, it could ignite hoarding, which leads to food shortages, and massive bank withdrawals, which could close banks.

Further salting the situation is the growing possibility of a recession in 1999. Some say it has already started. Those of us who were running DJ services during the last recession in the late '80s will recall a cut-back in corporate parties as well as a general downsizing of weddings and other events. As it is with any business, the larger, more established services were the ones that felt the effects the least. If you're looking to build a DJ service with a future, it may be a good time to look at partnering with another service in your area, or possibly acquiring a service that's in trouble.

Boil it all down, and 1999 should prove to be a most interesting year from start to finish. How we deal with it on a personal level is entirely up to us as individuals. In the northern U.S., it'll be winter and just keeping warm could be a concern. In the southern states, a major power outage could set off looting. Many experts on both sides of the issue advise... whatever you decide to do, do something. While adopting a bunker mentality may be extreme for most people, it certainly can't hurt to take a few common sense measures... just in case. The main thing is to think of your family and yourself. Talk about the problem, learn about the problem and come up with a strategy for dealing with it.

power power power power power power power power power
passion passion passion passion passion passion passion passion

Celebrating **20 years** of dedication
to the **seriously passionate DJ**.

mixers / equalizers / turntables / CD players / amplifiers / signal processors
speakers / microphones / special effect lighting / fog machines / DJ effect lighting / mirror balls

GEMSOUND NEW YORK
THE POWER OF LIGHT AND SOUND.

600 East 156th Street Bronx, New York 10455 T/718.292.5972 F/718.292.7976 E/gemsoundco@aol.com

IT'S THAT TIME OF YEAR THAT MOST AMERICANS DREAD...

TAX TIME!

BY KYLE MCPECK

Being a DJ is a business. That's right–if you consistently make money as a DJ then the IRS considers you a business and they want their share. It's not all bad news, however; there are actually many financial benefits as well.

Subcontractor or Employee?

Many of us employ people to help us run our DJ services. This includes, among others, anyone who assists in the office, helps with equipment setup, interacts with the guests or actually runs the show as DJ or MC.

But are these people subcontractors or employees and what defines the difference? The IRS uses three factors to determine if your worker is a subcontractor or employee: behavioral control, financial control, and the type of relationship.

Tax Right Offs

Advertising • bad debts from services included in gross income • commissions and fees (independent contractor expenses) • car and truck expenses • depreciation (all of your DJ equipment, computers, vehicles to the extent they are used for business) • employee benefits • insurance • mortgage interest (limited to percentage of space your business uses in your home) • other interest (credit card interest for business products and equipment, auto or truck loan) • legal and professional services (attorney and accounting fees) • office expenses (supplies, postage) • repairs and maintenance • other supplies • taxes and licenses • travel and entertainment (subject to limitations) • utilities • wages • music • trade magazine subscriptions • bank fees • laundry expenses for tux...

What is "behavioral control"?

- If you tell someone when, where, and how to work, that person is an employee.
- If you train the worker to do things a certain way, then that person is an employee.

Gauging "financial control" is a three-pronged litmus test.

- First, does the worker have reimbursed expenses? If so, he or she is typically considered an employee.
- Second, how do you pay the worker? Independent contractors are generally paid by the job. Employees are paid by the hour, week, or month.
- Finally, an independent contractor can generally incur a profit or loss from their operations. This goes back to the reimbursed expenses issue.

How do you judge the "type of relationship"?

- Written contracts are typically used to describe the type of relationship that was intended.
- Employees typically receive benefits such as insurance, pension plan, vacation or sick pay.
- If you engage a worker with the expectation that the work will occur indefinitely that is also evidence of an employee relationship.

So you can see that determining whether you are employing an independent contractor or an employee is not as clear cut as you would like it to be. If you have questions on your particular situation, the best advice is to contact an accountant or lawyer to help you make the determination. By the way, it always helps to put everything in writing with your workers. It will not necessarily prevail with the IRS, but at least you have more than an oral agreement.

Deductions

There are definite benefits to using an independent contractor as opposed to employees. If you have an independent contractor relationship then you are only responsible to send them a Form 1099 at the end of the year, and only if they earn more than $600 during the year.

If they are employees, you are responsible for Federal withhold-

2000
And we're glowing strong
Let Sherman Light up your New Year!
From our complete line of
Magic In The Night™ lightropes
& glowsticks to maracas, hats,
glasses, & tamborines,
we have the best in
party give aways for you!
Call for our 1999 catalog,
you'll be glowing too!
1 (800) 645-6513 ext.3025
Fax:(516) 546-7024
Sherman
THE PARTY DIVISION
www.ShermanSpecialty.com
See you at the Mobile Beat Show · Booth 109

ing taxes, Social Security, Medicare, state income tax (if applicable), and any local taxes. In the case of Social Security and Medicare, you are responsible for matching their contributions. You are also responsible for worker's compensation and any unemployment taxes. This can add up to 10 percent or more in employment costs annually, plus the paperwork and time involved. You will also be responsible for issuing a W-2 at the end of the year. Want more information? See IRS Publication 334, available at http://www.irs.gov.

If you are a proprietorship (sole owner) or partnership, many disc jockey operating expenses are deductible on Schedule C of your tax return (see Figure 1 for examples). There are many expenses you can deduct on your tax return. You also must file a Schedule SE to pay self-employment tax on any profit each year. Also, you can use any net loss against other income earned during the year. If you do business as a corporation, there's a whole other set of regulations; see your accountant.

Mileage is another great deduction for disc jockeys. Think about the number of miles you drive going to jobs or even buying music or equipment. It is all deductible at $.31/mile; soon to be changed to $.315/mile. Watch that add up quickly! In order to take this deduction, you must be able to produce what is called a "contemporaneous record." This means every time you drive somewhere, you must note the beginning and ending mileage and purpose of the trip. Log books for this are available at most office supply stores.

Depreciation

Finally, I'd like to explain depreciation of equipment. Generally, if it is an item that has a useful life of more than one year you must depreciate it as opposed to taking it directly off of your taxes. You will need to depreciate any of your sound and light equipment as well as your business automobile or truck until it has reached its useful life or until you sell it. Usually, these types of equipment are depreciated over a five-year period by deducting 20 percent of its cost each year. The IRS determines the length of depreciation time for different items. Again, your best source for information specific to your business is your own bookkeeper, CPA, attorney or the IRS at http://www.irs.gov.

If you have a specific question, e-mail me at roundsound@y-city.net and I'll try to help. Good Luck!

Kyle McPeck is the owner of A Sound Investment Mobile DJ Service and McPeck & Associates Accounting & Payroll, Zanesville, OH 43701; (740) 453-8419 / 1-800-913-9375; Web site: www.y-city.net/home/roundsound/sound.htm

reloop®

introducing reloop rm-1000pro

Dealers

TRI-STATE
Top Hat Sound
Staten Island, NY
718-370-8566

Armand Records
Philadelphia, PA
215-592-7973

NORTHEAST
4 Front Records
Boston, MA
617-236-0335

SOUTHEAST
Dancetarium
Lake Worth, FL
561-432-4090

MID-WEST
Audio Depot DJ Supply
Madison, WI
888-251-2002

NORTHWEST
Platinum Records
Portland, OR
503-222-9166

Seattle, WA
206-324-8032

SOUTHWEST
Swell Records
Tempe, AZ
602-945-3898

SOUTH CENTRAL
Alien Records
Austin, TX
512-477-3909

intimidation

Exclusive U.S. Distributor

CaseAge Ltd. NY

p. 718·370·6773

f. 718·370·8273

reloop killer
The Ultimate Battlemixer

Close co-operation with D[illegible] has produced an advanced control layout and bright color scheme, ensuring ease of use in even the darkest of venues. ALPS faders and potentiometers are used throughout to give long life and trouble-free operation. Advanced manufacturing techniques enable us to offer this mixer at a knockout price!

Solution

Keeping Your VIPs

ESTABLISHING LONG-TERM RELATIONSHIPS WITH YOUR MOST VALUED CLIENTS CAN RESULT IN MANY BOOKINGS OVER THE YEARS.

Singular events, such as weddings, anniversaries and birthdays, make up most of our business. But there's nothing quite as satisfying as establishing a long-term relationship with a client who books numerous events over the course of time. These dates may be school dances, corporate parties, retirements, bowling banquets and similar events. These clients usually promise one or more events per year. School dances could cover as many as eight dates per school year.

To cultivate this type of consistent business, you need to start by making a good first impression with that client and then follow up by giving them your best VIP treatment to maintain that relationship. Having a dozen or more regular gigs a year can help you plan your calendar as well as your cash flow. In addition, your overhead on these jobs is lower as you have virtually no advertising or promotional expenses. So it's worth your while to treat these clients as special. This includes giving them priority over dates, accommodating special needs and maybe even offering some price breaks.

BY MARK JOHNSON

Courting your clients

One of the keys to keeping your VIP clients from shopping around is to stay in touch with them. Keep a record of who books you and when, and call a couple of months in advance to get the booking. Handled correctly, you should be able to keep a long-term client for at least five to ten years.

Unfortunately, regardless of how hard you try to keep a good client forever, sooner or later you find that they no longer need your services. Reasons can run from a personnel change within the company, to downsizing, to eliminating the event all together. It's a sad fact of life... all good things come to an end.

Now this, in itself, can be quite disturbing. You may even feel betrayed or like you've been cast off by people you considered your friends. You need to think in a more businesslike and professional manner. You should not just shut the door and move on to the next client. There is a world of information that the former client can provide you. Find out why you are losing them and learn from it.

Live and learn

Without emotion, ask the client how they arrived at their decision to not continue using your services. Was it a price consideration that you could have negotiated? Was it a problem at the previous event that knocked you out of favor? Was it a lack of interest in having the same DJ every year? Was it the better deal offered by one of your competitors? Was it something that you could have prevented, or was it simply the changing of the guard?

The only reason you should just accept is that they decided not to have their annual party due to lack of interest on their part. This is acceptable, as you can't force people to participate. Sometimes the annual company barbecue just loses its zing.

Any other excuse, such as if they were unhappy with the last performance, should be analyzed. Did you send out a

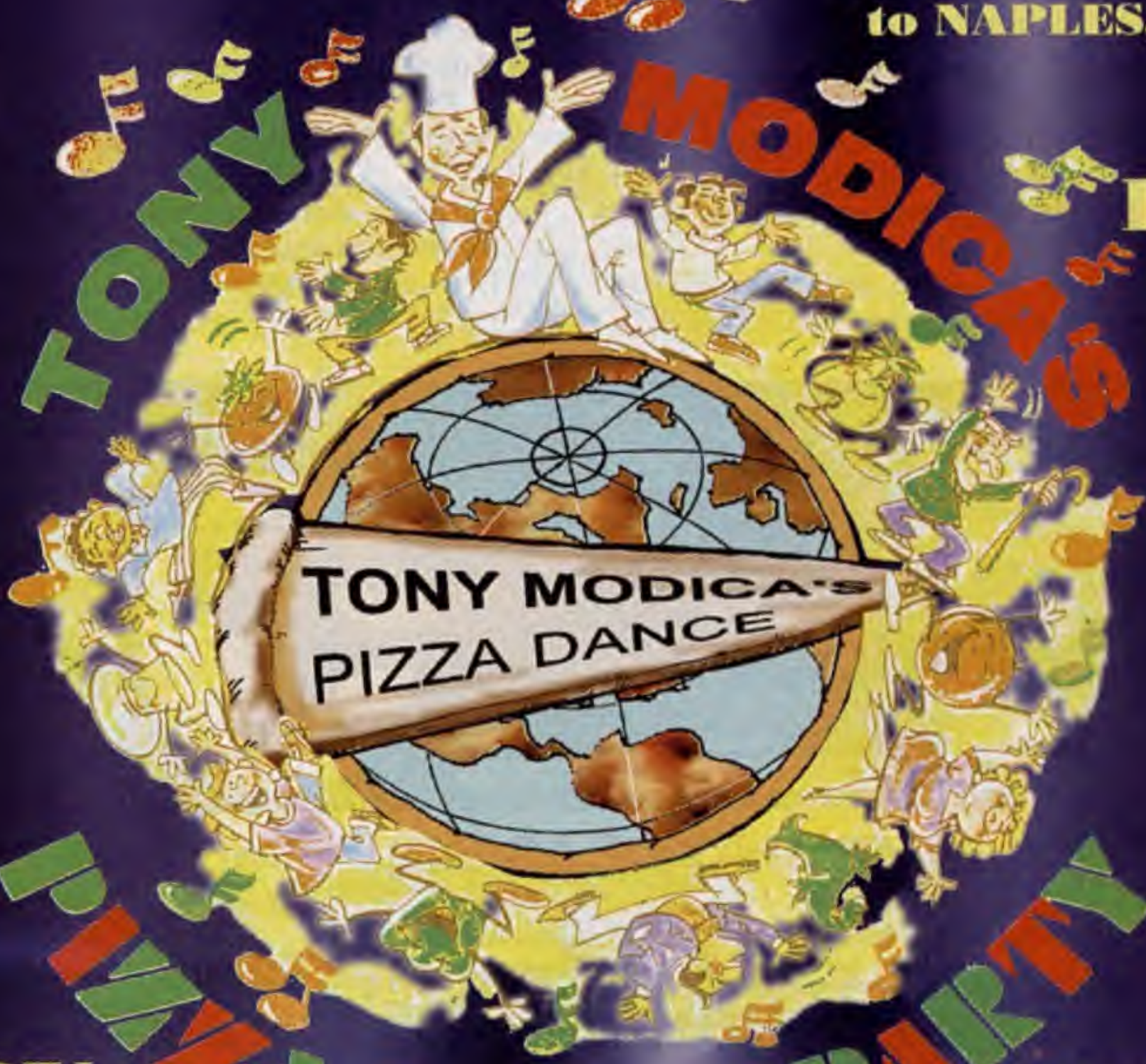
THANK YOU FOR YOUR SUPPORT!

MOBILE BEAT JOCKS

"Put Yourself Together...
We Could Dance Forever...
Put Yourself Together...
Shake Your Booty...
Do the

Pizza Dance

It's Sweeping the Nation and THEY are DOIN' IT
from the EAST COAST to the WEST COAST
from TOKYO, JAPAN
to NAPLES, ITALY...
ARE YOU DOIN' IT?



STOP BY
and say HELLO!
IN BOOTH #322

MEET TONY MODICA
at the D.J. APPRECIATION NITE
SLAMMIN' PARTY
Saturday, January, 13, 1999

Get Your
PIZZA DANCE RECORD
Before it is
NATIONALLY RELEASED
To Retail Stores
Check out our Website
WWW.PIZZADANCE.COM

Pizza Dance is a registered Trade Mark of Pizza Dance Enterprizes.
All rights reserved.

Artist Management
Catz Management, Ltd
115-27 117th St. • Ozone Park, NY 11420
www.pizzadance.com • email:claporte@pizzadance.com
(718) 843-6666 • FAX (718) 843-4570

secondary DJ to this cushy event only to have them ruin the relationship? Were you "off your game" when you played their last annual summer beerfest? If this is the case then you may have forgotten one of the most important concepts of building a business: If you don't take care of your customers, someone else will.

Perhaps you have simply been their DJ too long and they need a change. This also proves you have become complacent. If you are keeping up with the trends and working to improve your services, as you should, your clients will never get bored.

Special treatment

The best way to keep a steady client is to continue to treat each event they book with you as if it's the first and you're trying to prove yourself to them. If you act like their party is just another four hours of standing, it will show.

On the "outro" of one of the Beatles' last songs, "Get Back," John Lennon can be heard jokingly saying, "I'd like to thank you on behalf of myself and the group and I hope we passed the audition." The point? Treating each event as the first causes you to be a little sharper and not just another complacent DJ. No client wants to pay major money and receive minor entertainment.

One big mistake that's easy to make with VIPs is assessing a price increase each year and suddenly becoming too expensive. Considering the absence of new advertising money needed to maintain this client, you should establish a good price and let it ride for a few years (or maybe forever?). Why risk losing a VIP client when your costs have stayed essentially the same? Sometimes we enjoy the randomness of singular bookings to test our price increases; but repeat business tends to expect a repeat of the same price.

The moral of the story is: Protect your long-term relationships with whatever it takes. Small gifts, price breaks, special service and, most of all, by giving the client more than their money's worth. Ours is a service business with our prices based solely on performance. In today's business climate, the DJ who exceeds will be the DJ who succeeds.

Ways in Which to Woo

- For school gigs, take out an ad in the school newspaper just to thank them for their business.
- Provide an extra lighting effect for free.
- Disregard an overtime charge if the party goes over a bit.
- Include add-ons (props, novelties, etc.) free of charge.
- Learn new trends (dances, music, etc.) to keep them interested.
- Find out when client's birthdays, anniversaries, etc. are and send congratulatory cards (with your business card).

Q: In A World Full Of EQ's, How Do You Pick The Right One?

A: Use Your Ears

The choice will be clear. With ASHLY equalizers, you get the purely musical "sound" and "feel" that you simply don't find in anyone else's EQ's, regardless of their bells, whistles and charts. Only ASHLY EQ's can give you the sound and performance that ASHLY is famous for. Couple this with proven ASHLY reliability, and you have the first choice of engineers, contractors and consultants the world over.

For over 25 years, we've made equalizers and other components that deliver high-end sound while graciously accepting the punishment of the road without uttering a single complaint. ASHLY GQX and MQX Series Graphic EQ's for sound-shaping, and PQX Parametric EQ's for fine tuning fit perfectly into all your applications. ASHLY EQ's have all the right specs and each comes with our exclusive 5-year, worry-free warranty.

Trust your ears. They'll tell you for equalizers, there is only one name: ASHLY.

GQX Series Graphic Equalizers
Stereo 15-Band, Stereo 31-Band, Mono 31-Band

MQX Series Graphic Equalizers
Stereo 15-Band, Stereo 31-Band, Mono 31-Band

PQX Series Parametric Equalizers
Stereo Seven-Band, Mono Seven-Band

Audio Tools for the True Professional

ASHLY

ASHLY AUDIO INC., 847 HOLT ROAD, WEBSTER, NY 14580-9103 • TOLL-FREE TEL: 800-828-6308 • TEL: 716-872-0010 • FAX: 716-872-0739
IN CANADA: GERRAUDIO DISTRIBUTION INC • TOLL-FREE TEL: 888-462-8346 • IN MEXICO: COMERCIALIZADORA GONHER S.A. de C.V. • TEL: 52 (17) 16-82-00
VISIT US ON THE WEB: www.ashly.com

Power Amplifiers • Graphic Equalizers • Parametric Equalizers • Crossovers • Remote-Controllers • Mixers • Signal Processors

SOME LIKE IT HOT!

THIS FRISCO DJ GIVES NEW MEANING TO THE TERM "HOT SAX"

Picture a Michael Keaton look-a-like (sort of) on stage with his Mobile DJ equipment. The crowd numbers over 1,000. A guest approaches and shouts out a request for a popular song by the Beach Boys. The DJ acknowledges the request with a nod and reaches into his box of CDs. Suddenly, standing next to him on stage is the actual group performing the very song that was just requested! Alongside them, our DJ is blowing fire from his saxophone and then wailing on guitar, keyboards or drums!

Wait a minute... a DJ? On stage? Playing real music? With famous entertainers?

BY STEVE WOZNIAK

A musician/DJ?

My mistake. I got his shows mixed up! That's easy to do with Phil Chapman of Party Central Entertainment from San Francisco, Calif. Not content to conquer just one entertainment industry, Chapman bills himself as the "Live Musician/DJ."

"I've been playing live music professionally since 1976," Chapman says. "I began my career in Florida doing session work in recording studios with artists who achieved a number of hit songs on the top 40 charts."

A few years later, Chapman moved to California and hooked up with a number of nationally known bands. Tours with these bands soon followed, taking him several times throughout the United States, Central America, and Europe.

Or a DJ/musician?

In 1984, Chapman entertained for the first time as a Mobile DJ. He was at a cast party for a play. The DJ was either having an off night or his heart just wasn't in his work. While the DJ was in the bathroom, the song ended. Chapman went up, figured out his system and started another song. When the DJ came back, he asked if everything was OK and Chapman responded "Yea, thanks." The DJ then walked away and never came back.

Chapman recalls, "It was pretty weird. Obviously it was not his equipment! I loved it so much, I bought another turntable and started doing parties. Now I use CDs and minidiscs, but the fun is still there!"

Since then, Chapman has developed a unique style of entertainment. "At the beginning of a wedding reception I play saxophone, flute, or clarinet to a variety of songs on CDs," he says, "This quiet background music can range from new age to jazz, adult contemporary or classical music styles."

Chapman plays live from the time guests arrive until the meal is completed. He uses five wireless microphones to roam the banquet room to add something interactive and special to the occasion.

"It's like having a live band for the price of a DJ!" he exclaims, "After twenty-two years of playing and recording with bands, I know how to make myself sound as if I'm actually on the CD."

Chapman recognizes that the bride and groom are the stars of a wedding reception so he reverts to the more traditional CD music format once dancing begins for the majority of songs.

"After the meal is finished, I don't play my musical instruments as frequently," he says. "When I do, it's with more energy!" Chapman frequently adds live guitar riffs to Jerry Lee Lewis' version of "Great Ball Of Fire." He can also be found leading conga lines with his saxophone wailing to "Hot Hot Hot."

Or pyro saxophonist?

And no party could be hot, hot, hotter than a party with Chapman on stage demonstrating his unique pyro sax technique! "In 1984, I invented my pyro show," Chapman recalls. "I got the idea during a brainstorm session with a fellow musician. We were trying to think of the stupidest things that we could do at a show." It has taken Chapman 10 years to

Make Music CDs

DART PRO 98 - New Release!

- Clean up and record music from any source - CDs, records, or tape
- New and Improved Features, Better than Ever
- RealTime, DeHum, Noise Studio, Unpack, Equalizer, & more
- The most complete audio restoration and recording system for the PC

Lift audio tracks from CDs to make a customized playlists and burn a CD with one button click. Or, connect your stereo to the sound card using a standard RCA audio patch cable. Start-up DART PRO 98 and play the music from the Stereo. DART PRO 98 will use the sound card to capture the audio and write it to hard disk using .wav file format. Unpack the audio into separate audio files automatically. With a few button clicks clean up the audio, add audio effects and filters if desired and then organize the tunes into a playlist. Adjust the restore functions in real time while listening to the audio. Then have DART PRO 98 record the playlist on CD using standard Redbook audio format and with just the click of one button. It works with all types of music media and different CD-R or CD-RW devices. DART PRO 98 is a complete audio system that produces high quality audio reliably. The CDs can be used in any standard CD player – in your car, at home, or at a party.

DART CD-Recorder

- Make Music CDs from CDs, Records, or Tape
- CD-Recorder has many unique features and produces high quality audio CDs

For a free demo of DART software & more Information:
800-799-1692 or www.dartpro.com

DARTECH, LLC • 7600 France Avenue • Suite 550 • Minneapolis, MN • 55435-5939

AUDIO CLIMAX
Sound & Lighting
CALL US FOR YOUR FREE CATALOG!
1•800•773•4235
FREE SHIPPING!
CD Players • Turntables • Mini Disc Recorders • DAT Recorders • DVD Players • Mixers • Processors • Amplifiers • Speakers • Special Effect Lighting • Stage Lighting • Fog/Smoke Machines • much more!
DENON
AUDIO CLIMAX
CALL US FOR THE ALL THE LATEST GEAR!
Quadra Force
all 4 for $449.95
MTX X-4 Interactive Mixer
6 line, 3 phono, 2 mic inputs - gain, treble, mid & high controls per channel - Q-View™ metering - Zone-Q™ split/stereo monitoring
only $378.99
ADJ DCD-300Pro Dual CD
beat counter - jog/shuttle wheel - digital out - ±12% pitch control
only $799.99
Chromosphere
only $175.99
tumbler
only $279.99
DENON DN-MZ300
5 hot starts per drive - internal track dubbing - jog/shuttle wheel - seamless looping - pitch control & band
CALL for price!

perfect this technique and make it both safe and impressive.

To achieve the red hot fireworks, Chapman simply… wait a minute. You don't really expect him to reveal the secret that has made him the world's only fire-breathing musician/DJ do you? Let's just say that he somehow activates something over his sax. Then, like magic, poof! It's the Fourth of July!

"The first time I tried it the audience went wild!" he remembers, "Since then, I've learned how to tease an audience with it, and to save the smokin' sax until they reach a fever pitch. I've even created a few variations to its presentation. This shtick has made quite a name for myself!"

Mobile vs. musician

As a musician and DJ, Chapman has a unique insight regarding the similarities and differences between performances. "It goes way beyond the fact that band members split the fee, and DJs keep the money for themselves," Chapman remarks, "I usually get more respect as a musician. This is especially true when people notice that I am playing live music to recorded CD songs. It's something that they are not used to seeing."

Other times, Chapman is not so sure that musicians receive extra attention. "It just humbles me greatly," Chapman admits, "when I'm playing a monster sax solo and someone walks up and asks me to make an announcement or to play at a lower volume."

Fan fervor is a benefit for musicians that few Mobile DJs receive. "While touring with a band in Holland, a crowd of 40,000 people greeted us," Chapman recalls. "They were so excited; we had to sign hundreds of autographs each day for six days! Can you imagine a Mobile DJ being asked for even a single autograph?"

The availability of songs is another area that Chapman addresses, "A band can be successful with just thirty songs, while a Mobile DJ often has access to thousands of songs to reach audiences with broader musical tastes. As a DJ, I can play songs that are easier to reproduce. It's buy, push, and play for a DJ versus days of rehearsal for a band member."

Reflections

Party Central currently owns and operates two Mobile DJ sound systems, two live band rigs, and a diesel truck to carry the equipment. "I'd eventually like to add more live musicians who could double as DJs," Chapman forecasts. "I think people all over the world would appreciate a live trumpet or guitar player who could also spin discs and professionally MC an event."

His formula for success? "I don't play the money game," he remarks. "I come from a background where quality should always reign over money. I'm polite, believe that the customer is always right, and I go out of my way to assist in tasks which are 'not my job' at an event. I do this because I truly love it. I will never retire!" Chapman exclaims.

According to Phil Chapman, some of the other major differences between his Mobile DJ and musician performances include:

CATEGORY	MOBILE DJ	MUSICIAN
Cost of music equipment	$5,000 - $100,000	$100 - $25,000
Vehicle	Family car/van	$1,000,000 touring bus/ diesel
Entertainment area	100-mile radius	Worldwide
Typical performance	Wedding, company party, school party, bar, recording studio	Concert tour, company
Equipment setup area	Often no stage; DJ setup sometimes an inconvenient afterthought for client	Professional stage area is a focal point of event performance
Clothing	Often formal (tuxedo, etc.)	Formal or casual
Number of available songs	6,000; add dozens of songs monthly	100; add a few songs monthly
Client wants only requested songs played	Sometimes	Never
Size of audiences	50 - 2,000	50 - 50,000
Respect from client/audience	Usually, but not always	Treated as stars of show
Audience expectations	Dancing, fun, low music volume for talking	Dancing, fun, high music volume anticipated, excitement, autographs, purchase band-related souvenirs
Audience reaction at end	Smiles & applause	Wild applause, screams, congratulations, hotel room keys thrown on stage
Perks	Occasional free meal & drinks	Free meals, drinks, hotel rooms, roadies, after-show parties, long list of demands included in contract, brown M&Ms removed from candy bowls
Trash Hotel Rooms	Never	Can't remember...

Protection now comes in TWO flavors.
HARD and SOFT

We've got you covered!

•BETTER CASES BY DESIGN•
ODYSSEY
INNOVATIVE DESIGNS
•MADE IN THE U.S.A.•

COMBO MIXER

CD CASES

PRO TWIN RACKS

SLIDE STYLE

PIONEER CD +MIXER CASE

BATTLE MIX COFFINS

COMBO w/wheels

SLIDE STYLE DJ CASES

NEW! DJ GIG BAGS

The PRODJ-BP holds 50 LPs. Comes with the shoulder strap and backpack straps!

DJ-SP Shoulder pack holds 30 LPs. DJ-BP Backpack version also holds 30 LPs

LPDJ-100 Shoulder pack holds 100 LPs. PRODJ-SP Shoulderpack holds 50 LPs

THE ODYSSEY RACK BAG!

Now available in four sizes:

ORB-3	3 SPACE, 16" DEEP
ORB-4	4 SPACE, 16" DEEP
OMRB-3	3 SPACE, 8" DEEP
OMRB-4	4 SPACE, 8" DEEP

The Odyssey rack bag gives you complete protection with a soft touch!

ODYSSEY®
INNOVATIVE DESIGNS
14520 Joanbridge St. • Baldwin Park • CA • 91706 • Tel: 626 813 0878 • Fax: 626 813 9038
Visit Our Website at: www.odyssey-cases.com

Call for an authorized dealer near you!

BY JOHN ROZZ

The Swing THING

Unless you've been hiding under a Technics 1200 for the last six months, you know that Swing is back and in a big way! Retro-cool is all over the media and includes: Swing, Jump, Blues, Rockabilly, Western Swing, Lounge, Bachelor Pad and Ska.

This new retro-renaissance boasts its own bands, disc jockeys, dance instructors, publications, independent record labels, clothing, language, hair styles, furniture, jewelry, illustrators, cars and more.

After a fifty year hiatus, men and women in retro-dress are now wildly partner dancing to the sounds of saxophones, trumpets, and trombones blaring out swing music played by DJs and live bands. The entertainers themselves are dressed in zoot suits, double-breasted '40s suits, short, loud, and wide '40s ties, fedoras, and two-tone wing-tip shoes. After the dance, patrons retire to their homes for cigars and brandy while watching such movies as *Swingers*, *Senior Prom*, *Stormy Weather*, *Drum Crazy*, and more.

Diverse and digital

This new Swing movement well underlines in musical form the era in American history that included Swing, Jazz, Blues, Rockabilly, Western Swing, Doo-wop and a capella. This music is the hybrid offspring of America's ethnic make-up: African-American, Euro-American and Mexican-American. The diversity is part of what makes the Swing movement so unique. Oddly enough, the proliferation of new "roots" musicians and bands, which we are now seeing, was facilitated by the invention of the compact disc, which brought about the massive re-release of thousands of obscure recordings in every genre. These recordings were formerly impossible to locate or prohibitively expensive. Simply stated, our American roots music heritage has been restored to us digitally on CD.

The roots

The term "Swing" itself is somewhat interchangeable. Some would trace it back to the Savoy Ballroom, "black" musicians and dancers armed with the musical innovations of Louis Armstrong ("Hot Jazz"). Hot Fives and Hot Sevens helped develop the formula for what was eventually called Swing music. Jazz visionaries like Louis Armstrong, Fletcher Henderson, Lucky Millinder, Jimmie Luceford, Chick Webb, and many others defined Swing even further. By the mid 1930s, white Swing band leaders began hiring black arrangers which set about making Swing music and dancing safe for mainstream America.

The white dancers simplified the original dances so that club patrons could adapt to such dance routines as the Lindy Hop, St. Louis Shag, Western Swing, East Coast Swing and West Coast Swing. Big bands, with up to eighty musicians began springing up all over America. With the advent of World War II, however, the wartime economy forced the bands to cut back to fewer players (eight-to twelve-piece combos).

By the end of World War II, a great combo consisted of a honking saxophone and a new "instrument" known as an amplifier. Amplification helped such instruments as the guitar, keyboard, and even the stand up bass, become more prominent sounds in the mix. Many of these combos would play "Jump-Swing" or "Jump-Blues" pioneered by such artists as

LIGHTEN YOUR LOAD

DEALERS WELCOME

ALIEN

COMET

COMPACT DJ SERIES

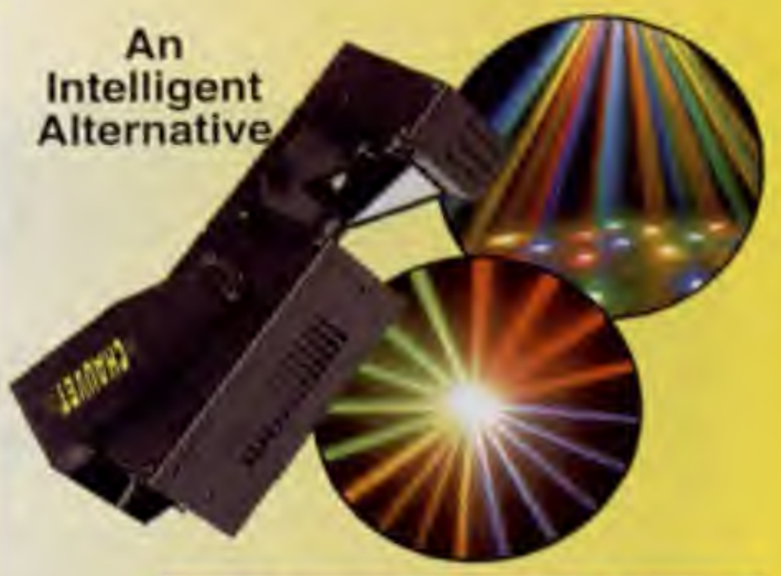
TUNNELSTAR

OCTOPUS

CHAUVET™

3000 North 29th Ct. ▪ HOLLYWOOD, FLORIDA 33020
Order Phone: 1-800-762-1084 ▪ Order Fax: 1-800-544-4898
Phone: 954-929-1115 ▪ Fax: 954-929-5560
E-mail: sales@chauvetlighting.com
www.chauvetlighting.com

An Intelligent Alternative



WILD MOON

10 Gobos
10 Colors
Strobing
DMX512

TRACKSCAN

TECHNO STROBE 2000

SNOW MACHINE

AVAILABLE
8oz 16oz
128oz
Invisible Blue
Hibiscus Red
Flamingo Pink
Florida Orange

BLACKLIGHT PAINT

Party Goods Giveaways

The BIG Sale! 5

5dz Neon Sunglasses $22.50

5dz 5.5" Tambourine $40

5dz Disco Ball Necklaces $20

5dz 14" Inflatable Mics $15

5dz Tricolor Maracas $40

5dz Gangster Hats $40

5dz Multicolored Poly Jumbo Leis $10.50

5dz 24" Inflatable Saxophones $30

5dz 16" Inflatable Beachballs $25

Call for a Color Catalog!

YMCA

Everybody Salsa!

Aloha!

Party Packages for Every Occasion!

SOUL MAN

PINTO NOVELTY CO.

NY (718) 332-8131 • Fax (718) 332-8141 • Web www.partypinto.com

Now accepting American Express!

(800) 854-8490

CROWD PLEASERS

Top 10 old time classics

1. Sing Sing Sing ..... Benny Goodman
2. Just A Gigolo ..... Louis Prima
3. Take The A Train ..... Duke Ellington
4. In The Mood ..... Glenn Miller
5. Bei Mer Bist Du Schoen ..... Andrew Sisters
6. Is You, Or Is You Ain't (Ma Baby) ..... Louis Jordan
7. Christopher Columbus ..... Dinah Washington
8. Fly Me To The Moon ..... Frank Sinatra
9. Leap Frog ..... Les Brown
10. Shiny Stockings ..... Count Basie

Rozz's top 12 dancefloor favorites

1. Little Jazz ..... Artie Shaw
2. Pink Cadillac ..... Sammy Masters
3. Honeydripper ..... Joe Liggins
4. Wheel Starts Turning ..... Blues Jumpers
5. Blue Skies ..... Lavay Smith
6. All Cuts ..... Voodoo Marini
7. All Cuts ..... Blue Plate Special
8. Rosetta ..... Fly-Rite-Boys
9. Hot In Harlem ..... Indigo Swing
10. Jumptown ..... Steve Lucky
11. Baseball Bat Boogie ..... Dem Brooklyn Bums
12. The Lamp Is Low ..... Eddie Reed Big Band

Talking the talk

If you're goin' zoot you gotta know da jive. Check dis out and making the scene will be duck soup.

Alligator ..... A very handsome swing fan
Beat it out ..... To emphasize a rhythm
Bangtails ..... Racehorses
Blow ..... Leave
Cabbage ..... Money
Drape ..... One's clothes
Duck soup ..... Easy, piece of cake
Gasoline ..... Alcohol
Gasser ..... Blow hard, sax player blowing
Hash house ..... Cheap restaurant
Hooch ..... Liquor
Hep cat ..... A person in the scene, someone cool
Jive ..... The very slang your reading now
Mouse ..... A quiet woman
Player ..... Mover or shaker
Ring-a-ding ..... Wild, crazy, nutty
Rug cutter ..... A good dance or good dancer
Twirl ..... Accomplished female swing dancer

Video recommendations

"King Of Swing" ..... Buddy Schwimmer
"Go From Two Left Feet To Dancing Elite" .. Jamie & Gail
"Work The Skirt" ..... Slimstyle

THE FRESHEST DJ & REMIX GEAR CATALOG IS NOW 132 PAGES PHAT!

PRO SOUND & STAGE LIGHTING
FREE DJMIXER!
When you purchase a table top CD player for only $399.99 – See page 11
DUPLICATE YOUR OWN CDs FOR ONLY 99¢ Each
90% Of All Orders Shipped Same Day!
Highest Customer Satisfaction Since 1976!
1-800-672-4268

The Pro Sound & Stage Lighting full color catalog is jam packed with all the latest products. You'll find a huge selection of pro audio, DJ gear, recording, keyboards, groove gear, software, lighting effects, books & videos, re-mix gear, cases, cables, hard-to-find accessories, mics and much more. Compare thousands of top name brand products side-by-side. Our low discount prices are guaranteed to be the best you'll find—even 30-days after your purchase. Most orders are shipped out the same day received from our giant inventory.

Visit us Online: www.pssl.com

Since 1976!

PRO SOUND & STAGE LIGHTING

11711 Monarch St, Garden Grove, CA 92841

CALL TODAY FOR YOUR FREE CATALOG! 1-800-672-4268

Outside the USA Call 1-714-891-5914

Reissues on CDs are sparking a renaissance of "roots" as today's kids are studying our American music, playing an instrument, and even playing in a big band once again.

Ella Johnson & The Buddy Johnson Band, Louis Jordan & The Tiffany-Fire, Louis Prima, Bullmoose Jackson, Wynonie Harris, Big Joe Turner, and many others.

Louis Jordan was perhaps more responsible for creating "Blues & Rhythm" in the 1940s when he stripped down his bulky big band configuration to a swingin', jumpin' six-piece combo. This new streamlined combo emphasized Hot Jazz, horn-driven amplification, and boogie and shuffle rhythms. This type of combo, similar to exactly what we are hearing and seeing in today's Neo-Swing, could swing better, ad lib more, have a looser sound, accent and honk the brass and reeds, and gig for much less than the bigger bands. The music had a rowdy, robust "honking and squealing sound."

How it fits in

The '90s have been described as the decade of past decades. With the collapse of high/low cultural distinctions, even ordinary household objects from '40s Sears' catalogs are being viewed as objects of beauty. The new Neo-Swing movement is very diversified, adding Latin, Metal, Rock, Doo-wop, strange chord patterns, Hard Country, Rockabilly, and more to the music. Reissues on CDs are sparking a renaissance of "roots" as today's kids are studying our American music, playing an instrument, and even playing in a big band once again.

Some people believe Swing dancing started with such dances as the Texas Tommy and the Charleston (with a combination of the two-step along with kicks). The most popular Swing-influenced dances were known as Scrontch, Mouche, Black Bottom, and Shim Sham Shimmy. Today, the dances are very versatile and have many names such as Jive, Jitterbug, Lindy Hop, Whip, Shag, East Coast Swing, Balboa, Western Swing, West Coast Swing, Imperial, Bob, Push, and Jamaican. For DJs looking for the latest way to fill the dancefloor, Swing has the sound and the energy to appeal to nearly every age in the house.

For information on current Swing band CDs (including many imports) and videos call John Rozz Products, 203-265-9796.

Bill Pence was surprised that his business increased so much when he joined AMS.
We weren't.
After all, AMS franchisees average a 200% increase in number of events their first year.

- Build YOUR business at a faster pace
- Generate more income
- Increase number of events
- Focus FULL-TIME on DJ business
- Join network of entertainment professionals
- Utilize proven marketing materials
- Increase your rate of growth
- Expand your team with proven training programs

For more information on what AMS can do for you, call now:
(800) 788-9007

FINANCING AVAILABLE

AMERICAN MOBILE SOUND
A M S
MOBILE DJ SERVICE

Figures based on 1996 versus 1997 growth when existing DJ businesses joined AMS

NOT JUST ANOTHER BRICK IN THE WALL

BRICK4®

Available March 1, 1999

SOUND CHOICE®

CONTINUING TO BUILD ON A SOLID FOUNDATION.

Sound Choice

THE QUALITY LEADER IN KARAOKE SOFTWARE

WWW.SOUNDCHOICE.COM

Magical Motivators!

BY JAY MAXWELL

CERTAIN SONGS CREATE THE SPECIAL BREW THAT CONJURES UP A MYSTICAL NIGHT.

One of the toughest challenges we face as DJs is changing the negative perception that many people have about our profession: the belief that our sole job is to just play music; any music. If you took a random poll asking why someone would hire a disc jockey for a party, a likely response would be, "So we have music to dance to."

Although that's true on the surface, we know there's much more to it. Most people hire us based on our ability to stimulate the crowd and get everyone involved. I'm often asked during the telephone interview about crowd motivation. The prospective client usually has a story to tell about the last time he had a friend of a friend of his nephew (or perhaps another DJ company) play for a party and, though he provided the music, no one would dance.

Crowd control

What separates the professional DJ from the wannabe is the ability to balance the right music at the right time with the right amount of crowd interaction. It's all timing.

One of the most frustrating things to experience is an event where everyone seems to have Velcro™ stuck to the seat of their pants. Regardless of what you play, even if they're all requests, nothing seems to light the fire and get people dancing. They may be tapping their toes and bobbing their heads, but they aren't dancing. It's times like these when you try to think of ways to get things hopping and bopping. It's times like these when you should size up the crowd and reach into your bag of tricks for a few songs from the accompanying list to activate the evening.

The magic

Some songs are more than dance music. They are magical. These songs contain that little something extra you look for to transform an otherwise dull evening into an event to remember. The magic that the songs on this list contain is mass motivation. They always prompt a response in the form of a body movement or verbal reply. A look at the list of songs that are often in a DJ's bag of tricks reveals several options to stimulate any age group. The No. 1 song at the top of the list is not only a great dance song, but also one where everyone will go through the movements of spelling the title while singing at the top of their lungs: *Y.M.C.A.*

Another sure-fire motivator is the *Animal House* standard, *Shout.* This will resuscitate your audience as they raise their hands, jump up, squat down, get on their back to kick their feet up, and SHOUT! The *Chicken Dance* and the *Macarena* are two more prime examples of songs that require special hand and arm movements that are not found in typical dances; and everybody knows them!

In the act

If you want people to put their whole self into the act, then throw in the *Hokey Pokey.* If you want the crowd to support their local chiropractor the following morning, then have them bend over backwards to the *Limbo Rock.* Some songs like *The Loco-Motion, Come On 'N Ride It (The Train)* and *Hot, Hot, Hot* hold so much magic that the dancefloor nearly buckles from the action.

Some songs are an act within themselves. The *Time Warp* is great for a generation of party-goers who spent many a Saturday midnight with the cheesy classic *Rocky Horror Picture Show.* The *Grease Megamix* and *Paradise By the Dashboard Light* are bound to get interaction going between guys and gals. And let's not forget the chorus line routine many people perform when *New York, New York* pumps through your speakers.

Some songs have a small routine built into them. *Vogue* causes people to "freeze" momentarily as they "vogue" to the music. *Hip Hop Hooray* will have them raising and waving their arms back and forth, and *Rock Lobster* takes the dancers down, down, down. One of the newer songs on the list, *Raise the Roof,* requires an arm motion that imitates raising the roof.

Play it, they'll say it!

There are also songs that motivate a verbal response. *Mony Mony* has a risqué chant that may not be suitable for all occasions (and certainly not appropriate for the pages of this family-oriented publication), but everyone seems to know it. The ending of *Twist and Shout* always ends with a choral rendition of "Ahh, Ahh, Ahh," and *Whoomp! There It Is* will have everyone shouting "whoomp," as if on cue from you — the leader of the party.

Always have these songs handy. Not only are they superb ice breakers, but these are the songs with the spark to get the crowd motivated and involved. These are the songs that

even people who say they don't know how to dance will participate in. Whether you are playing for a sweet sixteen or a World War II reunion, you will find the appropriate magical songs on this list.

So the next time someone asks what makes you different from someone just pushing "play" on a CD player, remind them that you, as a professional DJ, know the magic that motivates the crowd... abracadabra!

MAXWELL'S MAGIC MOTIVATORS

Song Title	Artist
1. Y.M.C.A.	Village People
2. Shout	Otis Day (Animal House)
3. Chicken Dance	Emeralds
4. Macarena	Los Del Rio
5. Come On 'N Ride It (The Train)	Quad City DJ's
6. Hokey Pokey	Ray Anthony
7. Limbo Rock	Chubby Checker
8. Twist and Shout	The Beatles
9. New York, New York	Frank Sinatra
10. Whoomp! There It Is	Tag Team
11. The Loco-Motion	Kylie Minogue
12. Raise The Roof	Luke
13. Mony Mony	Billy Idol
14. Hot Hot Hot	Buster Poindexter
15. Bunny Hop	Ray Anthony
16. Vogue	Madonna
17. Jump Around	House Of Pain
18. Let Me Clear My Throat	DJ Kool
19. Time Warp	Rocky Horror
20. Da Butt	E.U.
21. Rock Lobster	B-52's
22. Too Legit To Quit	Hammer
23. Hip Hop Hooray	Naughty By Nature
24. Paradise By The Dashboard Light	Meatloaf
25. Grease Megamix	Newton-John / Travolta

WELLS CARGO

A From Point "A" to Point "B" Hassle Free B

If getting there (Point A) and back (Point B) is half the battle, then a Wells Cargo enclosed trailer is your secret weapon. In the mobile entertainment business, time is money. A Wells Cargo can save you both. Not only can you cut your load/unload time in half; you get a free rolling billboard as well. Expect at least 15 years of reliable service from your Wells Cargo . . . every time out! Wells Cargo is the sound saving, image making way to go. Ask about our Leasing Program.

Call (800) 348-7553 for a FREE info packet

Visit our Web Site: WWW.WELLSCARGO.COM

Party Like It's... 1999!

THIS COLLECTION OF DJ COMPILATIONS WILL NOT ONLY HELP YOU RING IN THE NEW YEAR BUT WILL CARRY YOU THROUGH ALL OF YOUR 1999 GIGS WITH WINNING RESULTS.

BY FRED SEBASTIAN

For a free catalog of new releases or for info on where you can buy any titles listed in Music News, call A.V.C. Sebastian at (973) 731-5290.

The Swing craze continues. The new "SWING! THE ULTIMATE BIG BAND ALBUM" is the original real thing: the bands and hits that influence and thrive with the Big Band sound of the '90s. A great collection of classics on this two-CD set. Tracks are:

Begin The Beguine ..... ARTIE SHAW
A String Of Pearls ..... GLENN MILLER

SWING!
THE ULTIMATE BIG BAND ALBUM
GLENN MILLER • COUNT BASIE • ARTIE SHAW • ELLA FITZGERALD
DUKE ELLINGTON • FRANK SINATRA • BENNY GOODMAN
LOUIS ARMSTRONG • LIONEL HAMPTON • BILLIE HOLIDAY

The Sheik of Araby ..... FATS WALLER
I'm Getting Sentimental Over You ..... TOMMY DORSEY
King Porter Stomp ..... BENNY GOODMAN
Linger In My Arms A Little Longer ..... LOUIS ARMSTRONG
Cherokee ..... CHARLIE BARNET
I Got It Bad (And That Ain't Good) ..... DUKE ELLINGTON w/ IVIE ANDERSON
Oh Yes, Take Another Guess ELLA FITZGERALD w/ BENNY GOODMAN ORCH.
Robbin's Nest ..... COUNT BASIE
Traffic Jam ..... ARTIE SHAW
I Didn't Know About You ..... LENA HORNE
I Can't Get Started ..... BUNNY BERIGAN
Stormy Monday Blues ..... BILLY ECKSTINE w/ EARL HINES ORCH.
Moonlight Serenade ..... GLENN MILLER
Do You Know Why? ..... FRANK SINATRA w/ TOMMY DORSEY ORCH.
Jazznocracy ..... JIMMIE LUNCEFORD
Daydream ..... JOHNNY HODGES
I'se A-Muggin' ..... JACK TEAGARDEN
Sing, Sing, Sing ..... BENNY GOODMAN
Take The 'A' Train ..... DUKE ELLINGTON
Don't Be That Way ..... BENNY GOODMAN
Whoa Babe ..... LIONEL HAMPTON
Cheek To Cheek ..... COUNT BASIE
I'm Gonna Clap My Hands ..... GENE KRUPA
Minnie The Moocher ..... CAB CALLOWAY
Rockin' In Rhythm ..... CHARLIE BARNET
Rock And Ride ..... HARLAN LEONARD
No Variety Blues ..... LOUIS ARMSTRONG
In The Mood ..... GLENN MILLER
Any Old Time ..... BILLIE HOLIDAY w/ ARTIE SHAW ORCH.
Tuxedo Junction ..... ERSKINE HAWKINS
Big John Special ..... BENNY GOODMAN w/ HARRY JAMES
Rump Steak Serenade ..... FATS WALLER
Perdido ..... DUKE ELLINGTON
Grand Terrace Shuffle ..... EARL HINES
Knockknock, Who's There ..... FLETCHER HERNDERSON
Rock It For Me ..... HOT LIPS PAGE
Milenburg Joys ..... TOMMY DORSEY
Frenesi ..... ARTIE SHAW
Chattanooga Choo-Choo ..... GLENN MILLER
Things Ain't What They Used To Be ..... JOHNNY HODGES

The so-called glitter bands of the '70s and '80s were the first to make Rock music more danceable. The "BEST GLAM ROCK ALBUM IN THE WORLD...EVER!" is a new two-CD set that serves up a varied collection of classic hits and superstars that paved the way from the Psychedelic era to New Wave.

Killer Queen ..... QUEEN
Blockbuster ..... SWEET
All The Young Dudes ..... MOTT THE HOOPLE
John, I'm Only Dancing ..... DAVID BOWIE
Virginia Plain ..... ROXY MUSIC
The Passenger ..... IGGY POP
Stay With Me ..... THE FACES
Children Of The Revolution ..... T. REX
Elected ..... ALICE COOPER
Mama We're All Crazee Now ..... SLADE
This Town Ain't Big Enough For The Both Of Us ..... SPARKS
Let's Stick Together ..... BRYAN FERRY
Radar Love ..... GOLDEN EARRING
The Man Who Sold The World ..... LULU
Judy Teen .. STEVE HARLEY & COCKNEY REBEL
Perfect Day ..... LOU REED
10538 Overture ELECTRIC LIGHT ORCHESTRA
Ball Park Incident .... ROY WOOD & WIZZARD
Rock On ..... DAVID ESSEX
Sebastian ... STEVE HARLEY & COCKNEY REBEL
See My Baby Jive .... ROY WOOD & WIZZARD
All The Way From Memphis ..... MOTT THE HOOPLE

PROFESSIONAL ADVICE! QUALITY PRODUCTS! COMPLETE SATISFACTION!

AMC American Music Center Inc.

PROFESSIONAL • NIGHT CLUB • MOBILE DJ • SUPER STORE

Avenger! $139.99

Mace! $279.99

Virtual Beam! $999.99

QSC AUDIO NEW!
PLX AMPS
STARTING AT $599.99

ODYSSEY NEW!
GIG BAGS
STARTING AT $29.99

RANE 30 DAYS PRICE PROTECT!
MP22X MIXER
CALL 1-888-577-4262

American DJ
VIDEO ONLINE
www.amcdj.com

Secure Online ORDERING!
www.amcdj.com

List $485 $399.99
Multi-Star

List $259.99 $199.99
Space Balls

List $397.99 $279.99
Mine

NEW! CDJ100S from Pioneer
List $599
$499

NEW! SX-100 from ELECTRO VOICE
List $898
$419.99

NEW! DJ KITS from gemini
Starting at $299

$699.99
DCD Pro 300
Dual CD Player
from American DJ

16046 Kaplan Drive, City Of Industry, CA 91744 Fax: 1.626.336.5914 Call For FREE Catalog

Order Now! 1.888.577.4262

Secure Online Ordering!
www.amcdj.com

AMERICAN EXPRESS DISCOVER MasterCard VISA

20th Century Boy ..... T. REX
The Ballroom Blitz ..... SWEET
Tiger Feet ..... MUD
Devilgate Drive ..... SUZI QUATRO
All Because Of You ..... GEORDIE
Gudbuy T'Jane ..... SLADE
Personality Crisis ..... NEW YORK DOLLS
Do The Strand ..... ROXY MUSIC
Once Bitten Twice Shy ..... IAN HUNTER
..... & MICK RONSON
Motor Bikin' ..... CHRIS SPEDDING
Seven Deadly Finns ..... BRIAN ENO
Cherry Bomb ..... THE RUNAWAYS
Solid Gold Easy Action ..... T. REX
Standing In The Road ..... BLACKFOOT SUE
Dyna-mite ..... MUD
Angel Face ..... THE GLITTER BAND
Dance With The Devil ..... COZY POWELL
New York Groove ..... HELLO
I Love Rock And Roll ..... ARROWS
Can The Can ..... SUZI QUATRO

A Rocker's delight. "ALL TIME GREATEST ROCK" features top Rock anthems from the '60s through the '90s. An excellent compilation on two CDs.

Dancing In The Dark ..... BRUCE SPRINGSTEEN
Tonight's The Night ..... ROD STEWART
Go Your Own Way ..... FLEETWOOD MAC
Love The One You're With ..... STEPHEN SILLS
Everybody Hurts ..... REM
More Than Words ..... EXTREME
Not Where It's At ..... DEL AMITRI
Over My Shoulder .. MIKE & THE MECHANICS
I'll Stand By You ..... THE PRETENDERS
She's Gone ..... DARYL HALL & JOHN OATES
Take My Breath Away ..... BERLIN
One By One ..... CHER
Stay ..... SHAKESPEARE'S SISTER
In The Air Tonight ..... PHIL COLLINS
Alone ..... HEART
November Rain ..... GUNS N' ROSES
I Want To Know What Love Is ..... FOREIGNER
I'd Do Anything For Love ..... MEAT LOAF
Wonderful Tonight ..... ERIC CLAPTON
China Girl ..... DAVID BOWIE
You're In My Heart ..... ROD STEWART
Kayleigh ..... MARILLION
Walking In Memphis ..... MARC COHN
Drive ..... THE CARS
Fool (If You Think It's Over) ..... CHRIS REA
Knockin' On Heaven's Door ..... BOB DYLAN
Real Gone Kid ..... DEACON BLUE
What A Fool Believes ..... THE DOOBIE BROS.
Black Velvet ..... ALANNAH MILES
Hazard ..... RICHARD MARX
Broken Wings ..... MR. MISTER
Ride Like The Wind ..... CHRISTOPHER CROSS
House Of The Rising Sun ..... THE ANIMALS
More Than A Feeling ..... BOSTON
Love Is A Battlefield ..... PAT BENATAR
Are U Gonna Go My Way ..... LENNY KRAVITZ
Running On Empty ..... JACKSON BROWNE

The newest "HIP HOP HITS Vol.2" includes many of today's hottest Hip-Hop hits and acts. Available in clean or explicit versions, this compilation is right on the pulse of Hip-Hop. Track listing is:

Still Not A Player ..... BIG PUNISHER w/ JOE
Money Ain't A Thang ..... JERMAINE DUPRI
..... w/ JAY-Z
We Be Clubbin' ..... ICE CUBE
Money, Power and Respect ..... THE LOX
Deja Vu ..... LORD TARIQ & PETER GUNZ
Do 4 Love ..... TUPAC SHAKUR
Party Ain't A Party ..... QUEEN PEN
Turn It Up ..... BUSTA RHYMES
Get At Me Dog ..... DMX
Still A G Thang ..... SNOOP DOGG
I Got The Hook Up ..... MASTER P
It's Alright ..... JAY-Z
Whatcha Gonna Do ..... JAYO FELONY
Horse & Carriage ..... CAM'RON
N.O.R.E ..... NOREAGA
Luv 2 Luv You ..... TIMBALAND & MAGOO
4,3,2,1 ..... LL COOL J
Gone Til November ..... WYCLEF JEAN

An excellent source of current and breaking hits, the new "NOW DANCE '98" is available. The variety of tracks makes it suitable for Club and Mobile Jocks. The artists and hits included are among the biggest and some are sure to be climbing the charts in '99. Tracks are:

Music Sounds Better With You (Radio Edit) ....
..... STARDUST
Together Again ..... JANET JACKSON
Feel It ..... THE TAMPERER w/ MAYA
Bamboogie ..... BAMBOO
You Ain't Seen Nothing Yet ..... BUS STOP
..... w/ RANDY BACHMAN
Gangster Trippin' ..... FATBOY SLIM
Girlfriend (D*Influence Real Live Mix) .... BILLIE
Life Is A Flower ..... ACE OF BASE
Sex On The Beach ..... T SPOON
Lady Marmalade ..... ALL SAINTS
More Than A Woman 911
One For Sorrow ..... STEPS
Here's Where The Story Ends ..... TIN TIN OUT
..... w/ SHELLEY NELSON
Crush (Dance Mix) ..... JENNIFER PAIGE
Because We Want To ..... BILLIE
Stop ..... SPICE GIRLS
On The Top Of The World ..... DIVA SURPRISE
..... w/ GEORGIA JONES
Burnin' ..... BABY BUMPS
Teardrops ..... LOVESTATION
The Music I Like ..... ALEXIA
Timerider ..... DJ QUICKSILVER
Mysterious Times .... SASH! w/ TINA COUSINS
I Can't Help Myself ..... LUCID
Beachball (Tall Paul 98) ..... NALIN & KANE
Cafe Del Mar ..... ENERGY 52
Would You...? ..... TOUCH & GO
The Rockafeller Skank ..... FATBOY SLIM
Brimful Of Asha .....
(Norman Cook Remix) ..... CORNERSHOP
It's Like That ..... RUN DMC vs JASON NEVINS
Sounds Of Wickedness ..... TZANT
I Got 5 On It (Radio Remix) ..... LUNIZ
Sexy Cinderella .....
(Cutfather & Joe) ..... LYNDEN DAVID HALL
I Want U (Booker T. Mix) ..... ROSIE GAINES
Everbody Dance (The Horn Song) .....
..... BARBARA TUCKER
Keep On Dancin' (Let's Go) .....
..... PERPETUAL MOTION
1998 ..... BINARY FINARY
Let Me Show You ..... CAMISRA
Storm ..... STORM
Music Sounds Better With You .....
(DJ Sneak Mix) ..... STARDUST
La ..... MARC ET CLAUDE
Disco Cop ..... BLUE ADONIS
Up And Down ..... VENGABOYS

In the category of complete party CDs comes another new compilation from the "As Seen On TV!" group. "MAKE YOU SWEAT!" is a new two-CD set filled with an impressive line up of all time top party songs. From Rock to Disco to Pop and Hip-Hop, there's something for everybody here.

Feel Like Makin' Love ..... BAD COMPANY
Need You Tonight ..... INXS
Be My Lover ..... LA BOUCHE
Can't Get Enough Of Your Love Babe .....
..... BARRY WHITE
Your Body's Callin' ..... R. KELLY
The Humpty Dance DIGITAL UNDERGROUND
I'm Too Sexy ..... RIGHT SAID FRED
Simply Irresistable ..... ROBERT PALMER
The Stroke ..... BILLY SQUIER
Whip It ..... DEVO
Strut ..... SHEENA EASTON
Do What You Do ..... JERMAINE JACKSON
Whatcha See Is What You GetTHE DRAMATICS
Do It (Til You're Satisfied) ..... B.T. EXPRESS
Naughty Girls (Need Love Too) .....
..... SAMANTHA FOX
Shake Your Groove Thing .... PEACHES & HERB
So Into You ..... ATLANTA RHYTHM SECTION
Wild Thing ..... TONE LOC
Tell Me Something Good ..... RUFUS
Hot Blooded ..... FOREIGNER
Knockin' Boots ..... CANDYMAN
Stroke You Up ..... CHANGING FACES
Lady Marmalade ..... LaBELLE

Get Down Tonight ..... KC
..... & THE SUNSHINE BAND
Good Vibrations ..... MARKY MARK
..... & THE FUNKY BUNCH
Just What I Needed ..... THE CARS
I Get Weak ..... BELINDA CARLISLE
Disco Lady ..... JOHNNIE TAYLOR
Cold Sweat (Pt.1) ..... JAMES BROWN
Slow And Sexy ..... SHABBA RANKS
Talk Dirty To Me ..... POISON
Shake You Down ..... GREGORY ABBOTT
Kiss You All Over ..... EXILE
Pillow Talk ..... SYLVIA
Make Me Lose Control ..... ERIC CARMEN

Destined to carry many excellent hits into the new year, the recent release of "D.J. MIX '99" features mostly current smash Dance and Hip-Hop hits in a nonstop and trackable format. With two CDs of hits and a third bonus CD, it's sure to get good use in '99.
Gone Til November .....
(The Makin' Runs Remix) ..... WYCLEF JEAN
No, No, No (Part 2) ..... DESTINY'S CHILD
..... w/ WYCLEF JEAN
No Tengo Dinero ..... LOS UMBRELLOS
This Is How We Party ..... S.O.A.P.
The Party Continues (Video Version) .....
..... JERMAINE DUPRI w/ DA BRAT & USHER
Romeo & Juliet ..... SYLK-E FINE w/ CHILL
Can't Keep My Hands Off You (Radio) .. REACT
You Only Have To Say You Love Me .....
..... HANNAH JONES
Sugar Cane ..... SPACE MONKEYS
Do Your Thing ..... 7 MILE
Don't Leave Me ..... BLACKSTREET
D.J. Mix '99 Theme .....
Deja Vu (Uptown Baby) ..... LORD TARIQ
Are You Jimmy Ray .....
(Jimcon Extended Mix) ..... JIMMY RAY
Ding-A-Ling ..... HI-TOWN DJ's
Ninety Nine (Flash The Message) .....
(LP Radio Edit) ..... JOHN FORTE
(Sex U Up) The Way You Like It .....
(Radio Edit) ..... LFO
We Come To Party (Album Version) .... N-TYCE
Superhero ..... DAZE
Babe (Album Mix) ..... DISGUY
Hungry ..... COMMON
Watcha Gonna Do? ..... LINK
Torn (Definitive Radio Edit) ... NATALIE BROWN
Say It ..... VOICES OF THEORY
BONUS CD 3: call for listing

Some compilations get lots of play for years. This is clearly true of "THE GREATEST PARTY ALBUM UNDER THE SUN." This two-CD set continues to be an excellent party pak.
C'mon Everybody ..... EDDIE COCHRAN
La Bamba ..... RITCHIE VALENS
(We're Gonna) Rock Around The Clock .....
..... BILL HALEY & HIS COMETS
Let's Twist Again ..... CHUBBY CHECKER
Hippy Hippy Shake .....
..... THE SWINGING BLUE JEANS
Shout ..... LULU & THE LUVVERS
Reet Petite ..... JACKIE WILSON
The Locomotion ..... LITTLE EVA
Do Wah Diddy Diddy ..... MANFRED MANN
Mony Mony ..... TOMMY JAMES
..... & THE SHONDELLS
Let's Dance ..... CHRIS MONTEZ
Hi Ho Silver Lining ..... JEFF BECK
Tiger Feet ..... MUD
See My Baby Jive ..... WIZZARD
Leader Of The Gang ..... GARY GLITTER
Rockin' All Over The World ..... STATUS QUO
2-4-6-8 Motorway .... TOM ROBINSON BAND
That's The Way (I Like It) ..... KC
..... & THE SUNSHINE BAND
Celebration ..... KOOL & THE GANG
I Will Survive ..... GLORIA GAYNOR
Y.M.C.A ('93 Remix) ..... VILLAGE PEOPLE
Never Can Say Goodbye ..... COMMUNARDS
Move Closer ..... PHYLLIS NELSON
True ..... SPANDAU BALLET
Shoop Shoop Song (It's In His Kiss) ..... CHER
Grease Mega Mix ..... JOHN TRAVOLTA
..... & OLIVIA NEWTON JOHN
Mustang Sally ..... THE COMMITMENTS
I'm A Believer ..... REEVES & MORTIMER / EMF
Young At Heart ..... BLUEBELLS
Come On Eileen DEXY'S MIDNIGHT RUNNERS
One Step Beyond ..... MADNESS
The Can Can ..... BAD MANNERS
Oh Carolina ..... SHAGGY
Here Comes The Hotstepper ..... INI KAMOZE
Twist And Shout ..... CHAKA DEMUS & PLIERS
I'm Too Sexy ..... RIGHT SAID FRED
Ride On Time ..... BLACK BOX
The Only Way Is Up ..... YAZZ
Saturday Night ..... WHIGFIELD
Things Can Only Get Better ..... D:REAM
Relight My Fire ..... TAKE THAT
The Best ..... TINA TURNER
Unchained Melody ..... ROBSON & JEROME
You'll Never Walk Alone ..... GERRY
..... & THE PACEMAKERS

If you're looking for unique versions of monster hits, pick up "EVERYBODY DANCE: Remixed Dance Classics." It's ranked among the most sought-after favorites of the year. Available as a two- or three-CD set.
Good Times .....
(Remixed by A Touch Of Jazz) ..... CHIC
Rapper's Delight .....
(Remixed by That Kid) ..... SUGARHILL GANG
Dance, Dance Dance .....
(Remixed by Pal Joey) CHIC & EARTH PEOPLE
Could It Be I'm Falling In Love .....
(Remixed by Paul Simpson) ..... SPINNERS
He's The Greatest Dancer (Remixed by Brutal Bill Marquez) ..... SISTER SLEDGE
I Want Your Love .....
(Remixed by Stonebridge) ..... CHIC
Owner Of A Lonely Heart .....
(Remixed by Todd Terry) ..... YES
Runaway Love (Remixed by Masters At Work) .
..... LINDA CLIFFORD
Weekend (Remixed by Tommy Musto) .....
..... PHREEK

Wanted:

For Upcoming Mobile Beat Feature, DJs who work ON-AIR and MOBILE, If you work in RADIO and operate a MOBILE DJ service, drop us a line with the following information:

- **Who you are**
- **The name of your mobile company and city and state where located**
- **Call letters, shift and format of the radio station you work**
- **A few brief comments explaining how your radio job has helped your mobile service, or vice versa**
- **Your business card with a phone number at which to contact you**

Drop it all in the mail to:
Mobile Beat Magazine
P.O. Box 309, East Rochester, NY 14445

Respect (Remixed by Albert Cabrera) .....
..... ARETHA FRANKLIN
Everybody Dance .....
(Remixed by Glenn Friscia) ..... CHIC
Rock Steady (Remixed by Arif Mardin) .....
..... ARETHA FRANKLIN
Funky Sensation (Remixed by Masters At Work)
..... GWEN McCRAE
The Night The Lights Went Out (Remixed by The Black Science Orch.) ..... THE TRAMMPS
Soul Makossa (Remixed by Johnny D .....
& Nicky P) ..... MANU DIBANGO
Can You Move (Remixed by David Morales) ...
..... MODERN ROMANCE
We Are Family (Remixed by Marly Marl) .....
..... SISTER SLEDGE
You Are In My System .....
(Remixed by Todd Terry) ..... THE SYSTEM
I'll Be Around (Remixed by Paul Simpson) .....
..... SPINNERS
Thinking Of You .....
(Remixed by Ramp) ..... SISTER SLEDGE
Just A Touch Of Love (Remixed by Masters At Work) ..... SLAVE
Twilight Zone / Twilight Tone (Remixed by Jason Nevins & Albert Cabrera) .....
..... MANHATTAN TRANSFER
Hi-Jack (Remixed by Johnny D & Nicky P) .....
..... HERBIE MANN
Sometimes (Remixed by Todd Terry) .. MAX Q
DISC 3:
New Bell (Remixed by Masters At Work) .....
..... MANU DIBANGO
Thinking Of You (Re-Touch Mix) (Remixed by

Joey Negro) ..... SISTER SLEDGE
Respect (Remixed by Jonathan Peters) .....
..... ARETHA FRANKLIN
Hi-Jack (Remixed by King Britt) HERBIE MANN

The "NO. 1 DANCE PARTY ALBUM" is loaded with 43 tracks from recent '90s to classic favorites.

Amazon.com's Artists of the Year

Alternative - Belle & Sebastian
Blues - Shemekia Copeland
Children's - Elmo
Classical - Andrew Manze
Country - Ralph Stanley
Dance - Fatboy Slim
Folk - Billy Bragg / Wilco
Hip Hop - Black Star
International - Cesaria Evora
Jazz - Medeski, Martin & Wood
Misc. - Othar Turner
New Age - Loreena McKennitt
Opera - Renée Fleming
Pop - Burt Bacharach
R&B - Lauryn Hill
Rock - Bob Dylan
Soundtracks - Randy Newman

Listed by category

The No.1
dance
PARTY
album
Yazz, Sister Sledge, Donna Summer, Frankie Goes To Hollywood, The Course,
Take That, Kool & The Gang, Whigfield, Los Del Rio and more.

Encore Une Fois ..... SASH!
Free ..... ULTRA NATE
Do Ya Think I'm Sexy? ..... N-TRANCE
..... w/ ROD STEWART
U Sexy Thing ..... CLOCK
Freed From Desire ..... GALA
Best Love ..... THE COURSE
Don't Give Me Your Life ..... ALEX PARTY
Boom, Boom, Boom ..... OUTHERE BROTHERS
Pump Up The Volume ..... M/A/R/R/S
Sweets For My Sweet ..... CJ LEWIS

Two Can Play That Game ..... BOBBY BROWN
Things Can Only Get Better ..... D:REAM
Theme From S-Express ..... S-EXPRESS
I Luv U Baby ..... THE ORIGINAL
Relight My Fire ..... TAKE THAT
Saturday Night ..... WHIGFIELD
Just A Little Bit ..... GINA G
Guaglione ..... PEREZ PREZ PRADO
The Macarena ..... LOS DEL RIO
Yodel In The Canyon Of Love ..... DO RE MI
..... w/ KERRY
5, 6, 7, 8 ..... STEPS
Flashdance...What A Feeling ..... IRENE CARA
Ladies Night ..... KOOL & THE GANG
We Are Family ..... SISTER SLEDGE
A Night To Remember ..... SHALAMAR
Bad Girls ..... DONNA SUMMER
It's Raining Men ..... WEATHER GIRLS
The Only Way Is Up ..... YAZZ
Dancing Queen ..... ABBA
Tainted Love ..... SOFT CELL
Relax ..... FRANKIE GOES TO HOLLYWOOD
Dizzy ..... VIC REEVES & THE WONDER STUFF
Come On Eileen DEXY'S MIDNIGHT RUNNERS
Tiger Feet ..... MUD
Rock And Roll (Part 2) ..... GARY GLITTER
The Time Warp ..... DAMIAN
Hillbilly Rock, Hillbilly Roll THE WOOLPACKERS
Y.M.C.A. ..... THE VILLAGE PEOPLE
I'm Too Sexy ..... RIGHT SAID FRED
La Bamba ..... LOS LOBOS

The CD Compilation for Professional DJs.
HOT HITS
15 Different Formats Available
14 Current Hits On Each CD
Each CD Is Only $16.98
100% Guaranteed Licensed & Legal
Call 1-800-248-4848
www.hot-hits.com
HOT HITS

The Ultimate Karaoke Add On

Vocopro's Dynamic Duo is the ultimate karaoke add on to any sound system. Made up of CDG decoder (decode G-1) and a six mic. Digital karaoke mixer (DA-1050 PRO) offers users the latest features, flexible audio/video connections and turns almost any entertainment system into a karaoke party.

DECODE G1

DA-1050 PRO

Dynamic Duo

Simple to use:

Just add any CD or DVD player of your choice (must have coaxial or optical output, Figure.1), connect the player to the decoder with the cable supplied, this will turn your CD or DVD player to karaoke CDG player, connect the digital mixer to your sound system (see Figure.2), and you are ready to party.

Figure.1 **Examples of player with digital output**

CD Players	Disc Capacity	Digital Output
JVC XL-MC334	200	Optical
Kenwood CD-2260M	200	Coaxial
Kenwood CD-2280M	200	Coaxial
Pioneer PD-F607	25	Optical
Pioneer PD-F957	100+1	Optical
Sony CDP-CX53	50+1	Optical
Sony CDP-CX255	200	Optical
Yamaha CDC-902	5	Optical

DVD Players

Most DVD players are equipped with optical or coaxial output

Figure.2 **Connections**

Specifications

DA-1050 PRO

- 3 Dual-Input Mic Preamplifiers Accommodate a Total of 6 Microphones (3 Front, 3 Rear)
- 3-Band Parametric Equalizer for Microphones, Features Sweep-Midrange Control to Lift Particular Characteristics of the Vocal or Suppressed for Feedback Elimination
- Digital Echo with Repeat and Delay Controls Help Singers Sound Great!
- Dual 7 Band Stereo Equalizer for Precise Room Tuning

CDG-DECODE G1

- Accept up to 3 Digital Sources Such as DVD Player, CD Player or LD Players Switchable Optical or Coaxial Inputs
- Decodes and Outputs the Graphics with any CD+Graphic Discs
- Connect up to 3 TV Monitors with 3 RCA Video Output Jacks
- Switchable Pal/NTSC for Both U.S. and European TV Systems

Disc courtesy of Sound Choice

Free gift with purchase:

Get the dynamic duo now and get 9 top selling CDG discs and a professional microphone from Vocopro, total retail value of the free gifts are $400 and now is yours for free!

VocoPro®

ULTIMATE CHOICE OF MUSIC ENTERTAINMENT

For the Vocopro dealer nearest you
Call: (800) 678-5348 Fax: (626) 968-1998
E-Mail: info@vocopro.com
or catch us on the web at: www.vocopro.com

Don't Leave Me This Way ..... COMMUNARDS
GREASE MEGAMIX: You're The One That I Want/Greased Lightning/Summer Nights .....
..... TRAVOLTA & NEWTON JOHN
I Will Survive ..... GLORIA GAYNOR

The two-CD "DISCO MIX '96" has been heating up dancefloors for several years and is still a sure thing!
I Will Survive ..... GLORIA GAYNOR
Funkytown ..... LIPPS, INC.
Boogie Nights ..... HEATWAVE
I'm Every Woman ..... CHAKA KHAN
Lady Marmalade ..... LABELLE
Blame It On The Boogie ..... JACKSONS
That's The Way (I Like It) .....
..... KC & THE SUNSHINE BAND
Ain't Nobody ..... RUFUS & CHAKA KHAN
A Night To Remember ..... SHALAMAR
You To Me Are Everything .... THE REAL THING
Is It Love You're After ..... ROSE ROYCE
And The Beat Goes On ..... THE WHISPERS
Forget Me Nots ..... PATRICE RUSHEN
Heaven Must Be Missing An Angel .... TAVARES
We Are Family ..... SISTER SLEDGE
Use It Up And Wear It Out ..... ODYSSEY
Let's Groove ..... EARTH WIND & FIRE
I Feel Love ..... DONNA SUMMER
You Make Me Feel (Mighty Real) ... SYLVESTER
Disco Inferno ..... THE TRAMMPS
Play That Funky Music ..... WILD CHERRY
Hang On In There Baby ..... *JOHNNY BRISTOL*
Going Back To My Roots ..... ODYSSEY
If I Can't Have You ..... YVONNE ELLIMAN
Good Times ..... CHIC
Best Of My Love ..... EMOTIONS
The Hustle ..... VAN McCOY
..... & THE SOUL CITY SYMPHONY
Lost In Music ..... SISTER SLEDGE
Theme From Shaft ..... ISAAC HAYES
Young Hearts Run Free ..... CANDI STATON
Le Freak ..... CHIC
I.O.U. ..... FREEEZ
Jump To The Beat ..... STACY LATTISAW
Celebration ..... KOOL AND THE GANG
Yes Sir, I Can Boogie ..... BACCARA
Working My Way Back To You .....
..... DETROIT SPINNERS
Boogie Oogie Oogie ..... TASTE OF HONEY
Ring My Bell ..... ANITA WARD
Rasputin ..... BONEY M
Boogie Wonderland ... EARTH WIND AND FIRE

Outstanding hits made "SIMPLY THE BEST LOVE SONGS" one of the best. This two-CD compilation is still in demand.
Holding Back The Years ..... SIMPLY RED
Drive ..... THE CARS
Move Closer ..... PHYLLIS NELSON
Glory Of Love ..... PETER CETERA
Always ..... ATLANTIC STARR
Don't Know Much ..... LINDA RONSTADT
..... w/ AARON NEVILLE
Anything For You ..... GLORIA ESTEFAN
Eternal Flame ..... *THE BANGLES*
The Power Of Love .....
..... FRANKIE GOES TO HOLLYWOOD
It Must Have Been Love ..... ROXETTE
I Don't Want To Talk About It .....
..... EVERYTHING BUT THE GIRL
Walk On By ..... DIONNE WARWICK
Stand By Me ..... BEN E. KING
When A Man Loves A Woman . PERCY SLEDGE
I Say A Little Prayer ..... ARETHA FRANKLIN
Make It With You ..... BREAD
Love Don't Live Here Anymore ... ROSE ROYCE
I'm Not In Love 10CC
One Day I'll Fly Away ..... RANDY CRAWFORD
Without You ..... NILSSON
The Power Of Love ..... JENNIFER RUSH
True ..... SPANDAU BALLET
Time After Time ..... CYNDI LAUPER
Save A Prayer ..... DURAN DURAN
Missing You ..... JOHN WAITE
I Want To Know What Love Is ..... FOREIGNER
Love On The Rocks ..... NEIL DIAMOND
Have I Told You Lately ..... ROD STEWART
Wherever I Lay My Hat .....
(That's My Home) ..... PAUL YOUNG
Everybody Hurts ..... R.E.M.
Kiss From A Rose ..... SEAL
Constant Craving ..... K.D. LANG
Sign Your Name ..... TERENCE TRENT D'ARBY
Forever Love ..... GARY BARLOW
How Deep Is Your Love ..... TAKE THAT
Angel ..... ARETHA FRANKLIN
Stars ..... SIMPLY RED

For several years running the three-CD set "BEST JAZZ ALBUM... EVER!" continues to be a huge favorite.
Let There Be Love ..... NAT KING COLE
..... & GEORGE SHEARING
I Get A Kick Out Of You ..... ELLA FITZGERALD
Mad About The Boy .... DINAH WASHINGTON
Fever ..... PEGGY LEE
Cry Me A River ..... JULIE LONDON
That Ole Devil Called Love ..... BILLIE HOLIDAY
Take The 'A' Train ..... DUKE ELLINGTON
Minnie The Moocher ..... CAB CALLOWAY
Five Guys Named Moe ..... LOUIS JORDAN
Hello Dolly ..... LOUIS ARMSTRONG
Ain't Misbehavin' ..... FATS WALLER
Relax ..... LEON REDBONE
Summertime ..... SARAH VAUGHAN
Misty ..... ERROL GARNER
A Foggy Day ..... BARNEY KESSEL
Night And Day ..... DJANGO REINHARDT
Let's Get Lost ..... CHET BAKER
I Wish I Knew (How It Would Feel To Be Free) .
..... BILLY TAYLOR TRIO
That Kid From Red Bank ..... COUNT BASIE
Take Five ..... DAVE BRUBECK
Birdland ..... WEATHER REPORT
Running Away ..... RAY AYERS
Watermelon Man ..... MONGO SANTAMARIA
Moondance ..... GEORGIE FAME
..... & VAN MORRISON w/ JON HENDRICKS
Do Nothing Till You Hear From Me .....
..... MOSE ALLISON
Wade In The Water ..... RAMSEY LEWIS TRIO
Dropping Bombs On The Whitehouse .....
..... STYLE COUNCIL
(Round, Round, Round) Blue Rondo A La Turk
..... AL JARREAU
So What ..... RONNY JORDAN
Breezin' ..... GEORGE BENSON
Morning Dance ..... SPYRO GYRA
Last Night At Danceland . RANDY CRAWFORD
The Girl From Ipanema . STATE OF THE HEART
Travels ..... PAT METHENY
So What ..... MILES DAVIS
Cantaloupe Island ..... HERBIE HANCOCK
Round Midnight ..... THELONIUS MONK
Song For My Father ..... HORACE SILVER
The Sidewinder ..... LEE MORGAN
Moanin' ..... ART BLAKEY
Midnight Blue ..... KENNY BURRELL
Eleanor Rigby ..... STANLEY JORDAN
Goodbye Pork Pie Hat ..... CHARLES MINGUS
Ornithology ..... CHARLIE PARKER
Blue Train ..... JOHN COLTRANE

Another top favorite for several years running is the "NO. 1 MOTOWN ALBUM". Two CDs and 46 tracks—this is a gem!
I Heard It Through The Grapevine .....
..... MARVIN GAYE
I Just Called To Say I Love You .....
..... STEVIE WONDER
The Tracks Of My Tears .. SMOKEY ROBINSON
..... & THE MIRACLES
Easy ..... COMMODORES
Ben ..... MICHAEL JACKSON
Help Me Make It Through The Night .....
..... GLADYS KNIGHT & THE PIPS
Just My Imagination (Running Away From Me)
..... *THE TEMPTATIONS*
What Becomes Of The Broken Hearted .....
..... JIMMY RUFFIN
You Are Everything ..... DIANA ROSS
..... & MARVIN GAYE
You're All I Need To Get By ..... MARVIN GAYE
..... & TAMMI TERRELL
Endless Love ... DIANA ROSS & LIONEL RICHIE
I'm Still Waiting ..... DIANA ROSS
Three Times A Lady ..... COMMODORES
Do You Know Where You're Going To .....
(Theme From Mahogany) ..... *DIANA ROSS*
Got To Be There ..... MICHAEL JACKSON
With You I'm Born Again ..... BILLY PRESTON
..... & SYREETA
Let's Get It On ..... MARVIN GAYE
Still Water (Love) ..... FOUR TOPS
Reflections ..... DIANA ROSS & SUPREMES
One For The Money ..... HORACE BROWN
Your Love Is A 187 ..... WHITEHEAD BROTHERS
I'll Make Love To You ..... BOYZ II MEN
Dancing In The Street ..... MARTHA REEVES
..... & THE VANDELLAS
Tears Of A Clown ..... SMOKEY ROBINSON
..... & THE MIRACLES
My Guy ..... MARY WELLS
Reach Out I'll Be There ..... FOUR TOPS
I Want You Back ..... JACKSON 5
It's A Shame ..... DETROIT SPINNERS
I'll Pick A Rose For My Rose . MARV JOHNSON
You Keep Me Hanging On ..... DIANA ROSS

..... & THE SUPREMES
Love Machine ..... MIRACLES
Let's Get Serious ..... JERMAINE JACKSON
War ..... EDWIN STARR
All Night Long ..... MARY JANE GIRLS
This Old Heart Of Mine (Is Weak For You) .....
.....ISLEY BROTHERS
Stoned Love ..... THE SUPREMES
I Don't Blame You At All . SMOKEY ROBINSON
..... & THE MIRACLES
I'm Gonna Make You Love Me ..... DIANA /
..... SUPREMES / TEMPTATIONS
What's Going On ..... MARVIN GAYE
Being With You ..... SMOKEY ROBINSON
Still ..... COMMODORES
All Of My Life ..... DIANA ROSS
Ain't Nothing Like The Real Thing ..... MARVIN
..... GAYE / TAMMI TERRELL
Looking Through The Window ..... JACKSON 5
Groove Thang .....ZHANE
I Love Your Smile ..... SHANICE

For Pop hits of the '50s and '60s, "THOSE WONDERFUL YEARS" (a two-CD set) is as prime a choice today as were these hits in their day.

Theme From "A Summer Place" . PERCY FAITH
..... & HIS ORCHESTRA
Memories Are Made Of This .... DEAN MARTIN
Allegheny Moon .....PATTI PAGE
The Yellow Rose Of Texas ..... MITCH MILLER
Honeycomb .....JIMMY RODGERS
Fascination ..... JANE MORGAN
..... & THE TROUBADORS
Smoke Gets In Your Eyes ..... THE PLATTERS
Marianne ..... TERRY GILKYSON
..... & THE EASY RIDERS
Don't You Know ..... DELLA REESE
Rags To Riches ..... TONY BENNETT
The Poor People Of Paris ..... LES BAXTER
Anytime ..... EDDIE FISHER
Secret Love ..... DORIS DAY
Unchained Melody ..... AL HIBBLER
Blueberry Hill ..... FATS DOMINO
Standing On The Corner ..... THE FOUR LADS
Hey There ..... ROSEMARY CLOONEY
Just Walking In The Rain ..... JOHNNIE RAY
Kiss Of Fire .....GEORGIE GIBBS
Love Letters In The Sand ..... PAT BOONE
Let Me Go Lover ..... JOAN WEBER
Band Of Gold .....DON CHERRY
My Heart Cries For You ..... GUY MITCHELL
Earth Angel ..... CREW CUTS
I Believe ..... FRANKIE LAINE
Till I Waltz Again With You ..... TERESA BREWER
Too Young .....NAT KING COLE
Three Coins In The Fountain ..... FOUR ACES
Shrimp Boats ..... JO STAFFORD
Eternally ..... JERRY VALE
The Third Man Theme ..... GUY LOMBARDO
..... & HIS ROYAL CANADIANS
It's No Sin ..... EDDY HOWARD
Wheel Of Fortune ..... KAY STARR
Vaya Con Dios ..... LES PAUL & MARY FORD
Smile ..... JOHNNY MATHIS

It Takes Two To Tango ..... PEARL BAILEY
Wanted ..... PERRY COMO
Singing The Blues ..... GUY MITCHELL
A White Sport Coat (And A Pink Carnation) ....
..... MARTY ROBBINS
Cold, Cold Heart ..... TONY BENNETT
The Song from Moulin Rouge (Where Is Your
Heart) ..... PERCY FAITH & HIS ORCH.
Cry ..... JOHNNIE RAY
Half As Much ..... ROSEMARY CLOONEY
Harbor LightsSAMMY KAYE & HIS ORCHESTRA
Mule Train ..... FRANKIE LAINE
A Guy Is A Guy ..... DORIS DAY
No, Not Much ..... THE FOUR LADS
Are You Sincere? ..... ANDY WILLIAMS
Goodnight Sweetheart, Goodnight .....
..... THE McGUIRE SISTERS

"ULTIMATE LINE DANCING ALBUM" is a top performing Country CD... still!

Boot Scootin' Boogie ..... BROOKS & DUNN
Achy Breaky Heart ..... BILLY RAY CYRUS
I Feel Lucky ..... MARY CHAPIN CARPENTER
Chatahoochee .....ALAN JACKSON
Romeo ..... DOLLY PARTON
Honky Tonk Man ..... DWIGHT YOAKAM
Baby Likes To Rock It ..... THE TRACTORS
Honky Tonk Attitude ..... JOE DIFFIE
Line King ..... SUNSET STAMPEDE
Cotton Eye Joe ..... REDNEX

Easy transport for your CDs?

4X storage capacity over jewel boxes

Go to
http://www.univenture.com
to see our online catalog and order
In Canada: ERG 1-800-465-0779
or Impex 1-800-563-3656

Safety-sleeve™

UNIVENTURE
P.O. Box 28398 • Columbus, Ohio 43228
FAX (614) 529-2110

AMAZON.COM'S 10 BEST CDS OF 1998

The Bootleg Series: Vol. 4, Live, 1966	Bob Dylan
Moon Pix	Cat Power
In The Aeroplane Over The Sea	Neutral Milk Hotel
The Salesman and Bernadette	Vic Chesnutt
The Boy With The Arab Strap	Belle & Sebastian
XO	Elliott Smith
Mermaid Avenue	Billy Bragg & Wilco
Maria de Buenos Aires	Astor Piazzolla
Ocean Songs	Dirty Three
Kanon	Arvo Part

Reflecting the vast selection of music offered at its music store, Amazon.com's "100 Best CDs of 1998" includes a broad range of well known artists and lesser known talents across multiple categories. For example, a 32-year-old performance by rock legend Bob Dylan—often bootlegged, but only released this year—secured the top spot on the list, while R.E.M. and Hole, critical and popular favorites who released new albums in 1998, were not selected. Though none of these selections will probably find their way into your music library, we thought we'd give you a little insight as to what's selling online with the top 10 of Amazon.com's list of 100.

Swamp Thing (Radio Mix) ..... THE GRID
Life's A Dance ..... J.MICHAEL MONTGOMERY
My Baby Loves Me ..... MARTINA McBRIDE
Copperhead Road ..... STEVE EARLE
Cleopatra, Queen Of Denial ..... PAM TILLIS
Money In The Bank ..... JOHN ANDERSON
Funky Cowboy ..... RONNIE MCDOWELL
Adalida ..... GEORGE STRAIT
1-800 Use To Be ..... LORRIE MORGAN
No One Else On Earth ..... WYNONNA

Still a must have for all Mobile DJs is the "ULTIMATE PARTY SURVIVAL KIT."
The Chicken Dance ..... BOB KAMES
The Twist ..... CHUBBY CHECKER
Beer Barrel Polka ..... FRANKIE YANKOVIC
The Monster Mash ..... BOBBY BORIS PICKETT
The Bunny Hop ..... RAY ANTHONY
Limbo Rock ..... CHAMPS
The Stroll ..... THE DIAMONDS
The Tarantella ..... FRANKIE YANKOVIC
Hava Nagila ..... FRANKIE YANKOVIC
Alley Cat ..... BENT FABRIC
The Hokey Pokey ..... RAY ANTHONY
Hands Up! (Give Me Your Heart) ... OTTAWAN

Monster hits have a life span that is longer than most. On the new compilation "CLUB MIX '99" many of the hit tracks are sure to play well into the new year. A veritable best of '98 that can be played nonstop, it also includes a third bonus CD of more prospects for '99.

Walkin' On The Sun ..... SMASH MOUTH
Coco Jamboo (Mousse T's Extended Club Mix) ..... MR. PRESIDENT
My Love Is The Shhh! (Red Eye Mix Edit) ..... SOMETHIN' FOR THE PEOPLE
Found A Cure (Mood II Swing) ..... (Orig. Radio Mix) ..... ULTRA NATE
Love Is Alive ..... 3rd PARTY
Strictly Business ..... MANTRONIK vs EPMD
Everybody Dance ..... (Radio Mix) ..... BARBARA TUCKER
Legend Of A Cowgirl (Radio Version) ..... IMANI COPPOLA
Where Do We Go (Armand's Last ..... Hustle In Paris) ..... WAMDUE PROJECT
Cetch Da Monkey ..... ATOMIC BABIES
My Heart Will Go On ..... DEJA VU
Get Ready To Bounce ..... (Radio Attack) ..... BROOKLYN BOUNCE
No Tengo Dinero ..... LOS UMBRELLOS
Show Me Love ..... ROBYN
Everybody ..... (Backstreet's Back) ..... BACKSTREET BOYS
Thank God It's Friday ..... (Johnick Club Mix) ..... R. KELLY
Shorty (You Keep Playin' With My Mind) ..... (Sponsane Ext. Vocal Mix) ..... IMAJIN
Don't Go (Peter Ries Radio Mix) ..... LE CLICK w/ KAYO
You Only Have To Say You Love Me (Eddie's Big Vocal Mix) ..... HANNAH JONES
My Baby Daddy ..... (B-Rocks Club Mix) ..... B-ROCK & THE BIZZ
Outlaw ..... OLIVE
One And One (Single Mix) ..... ROBERT MILES
I'll Be There For You ..... SOLID HARMONIE
I Like The Way (The Kissing Game) ..... ('98 Remix) ..... HI-FIVE
Rain ..... SWV
CD 3 IS FREE BONUS CD ..... call for listing

grundorf corp™

THE NEW DIMENSION IN DESIGN

On the Cutting Edge!

Grundorf, the leader in case construction and design technology, offers a complete line of case products for the professional DJ. You know when you buy a Grundorf case, you get the quality and reliability that professionals demand!

See your Grundorf dealer for more information!

- All multi-layer plywood construction
- Large radius edges for impact protection
- Long-lasting, nickel plated, high-grade steel hardware

MADE IN U.S.A.

TL-484

TL TRANSPORT

TL-484 LID

CR-RACKS

ACD-50

AC-100R

SS-610

DCV-56

TL-252

AC-200R

TL 2000

712.322.3900

FAX 712.322.3407

721 Ninth Avenue • Council Bluffs, IA 51501

BY ART BRADLEE

Inviting Profits

YOU DON'T NEED A WRITTEN INVITE TO TAKE PART IN THIS MONEY-MAKING OPPORTUNITY!

We previously introduced you to Carlson Craft®, a leading maker of printed invitations, as an add-on to your bottom line (January, 1997). The premise is that once you've booked a couple for their wedding reception, why not upsell them their invitations? The client has one less place to shop, and you have the opportunity to make some extra money.

Selling Carlson Craft invitations can produce a profit up to 50 percent per order and that's a nice chunk of change in your coffers. There is no inventory to stock; just a few catalogs to purchase at a nominal fee. Carlson Craft provides you with free training materials.

The turn-around time, from the time you place the order to when you receive them, will please your bride and groom immensely. The extra income you'll generate verses the time spent with the bride and groom makes this a really winning situation.

In the aftermath of our article last year, sources at Carlson Craft report, "A few thousand Mobile DJs are now actively selling our invitations, from the most traditional to our new casual line, thanks to *Mobile Beat*."

New approach

Most recently, Carlson Craft has introduced the "Imprintable Casuals" from their Casual Collection™. These colorful, fun, laser-friendly invitations are perfect for the more casual wedding. This line features invitations already printed with standard verbiage, or blank for the bride and groom to personalize on their own computer.

But here's a better idea! You can do the work for them and price it in with your DJ services as an entire package. You can do the wording, lay out and printing right on your computer. If you don't have the time, consider teaching one of your office staff members or your significant other to do the production. Play with your profit margin so that even with this additional typesetting and design fee your final price will still be lower than your "invitation competitors."

When the bride and groom pick up their invitations at your office or when you deliver them, they'll see the finished product right before their very eyes. How exciting for them! What a great way for them to start saying nice things about your DJ service before you've even played one song.

Besides their Casual Collection, Carlson Craft offers a full line of invitations available for you to sell; just in case you would rather leave the printing to the professionals!

To learn more about offering Carlson Craft invitations, call: (800) 292-9207 or contact them online at www.carlsoncraft.com or e-mail: ccsales@carlsoncraft.com. Tell them you heard about them in Mobile Beat: The DJ Magazine!

INTRODUCING MONSTER HITS

KARAOKE COMPACT DISC PLUS GRAPHICS

CD MH 1001

That's What I Like About You	Trisha Yearwood	1
Does He Love You	Reba Mcentire & Linda Davis	2
Five Minutes	Lorrie Morgan	3
Men	The Forester Sisters	4
I Feel Lucky	Mary -Chapin Carpenter	5
Girls With Guitars	Wynonna	6
Maybe It Was Memphis	Pam Tillis	7
Eighteen Wheels And A Dozen Roses	Kathy Mattea	8
Down At The Twist And Shout	Mary -Chapin Carpenter	9
Blame It On Your Heart	Patty Loveless	10
Any Man Of Mine	Shania Twain	11
Black Velvet	Robin Lee	12
Fancy	Reba Mcentire	13
Watch Me	Lorrie Morgan	14
I Saw The Light	Wynonna	15
He Thinks He'll Keep Her	Mary -Chapin Carpenter	16

CD MH 1002

Chasin' That Neon Rainbow	Alan Jackson	1
Not Counting You	Garth Brooks	2
Help Me Hold On	Travis Tritt	3
Dumas Walker	The Kentucky Headhunters	4
Look At Us	Vince Gill	5
Statue Of A Fool	Ricky Van Shelton	6
Wher'm I Gonna Live	Billy Ray Cyrus	7
Here's A Quarter (Call Someone Who Cares)	Tritt	8
Two Of A Kind, Working On A Full House	Garth Brooks	9
Boot Scootin' Boogie	Brooks & Dunn	10
Some Girls Do	Sawyer Brown	11
I Swear	John Michael Montgomery	12
Killin' Time	Clint Black	13
Trashy Women	Confederate Railroad	14
Chattahoochchee	Alan Jackson	15
Bubba Shot The Jukebox	Mark Chesnutt	16

CD MH 1003

Heartbreak Hotel	Elvis Presley	1
Sixteen Cadles	The Crests	2
Wooly Bully	Sam The Sham & The Pharaohs	3
Crying	Roy Orbison	4
Bye, Bye Love	The Everly Brothers	5
Don't Be Cruel	Elvis Presley	6
Love Potion Number Nine	The Searchers	7
Wake Up Little Suzie	The Everly Brothers	8
Long Tall Sally	Little Richard	9
The Wanderer	Dion	10
Fun, Fun, Fun	The Beach Boys	11
Delilah	Tom Jones	12
Release Me	Englebert Humperdinck	13
Rock-In Robin	Bobby Day	14
Mustang Sally	Wilson Pickett	15
Secret Agent Man	Johnny Rivers	16

CD MH 1004

Forever In Blue Jeans	Neil Diamond	1
Puttin' On The Ritz	Taco	2
Good Times Roll	The Cars	3
Kokomo	The Beach Boys	4
Jeopardy	Greg Kihn Band	5
Hello Again	Neil Diamond	6
Rapper's Delight	Sugarhill Gang	7
Why Don't We Get Drunk	Jimmy Buffett	8
Rock And Roll All Nite	Kiss	9
What I Like About You	The Romantics	10
Song Sung Blue	Neil Diamond	11
Y.M.C.A.	The Village People	12
Red, Red Wine	Ub40	13
White Wedding	Billy Idol	14
Walk On The Wild Side	Lou Reed	15
You Shook Me All Night Long	Ac/Dc	16

CD MH 1005

Walkin' After Midnight	Patsy Cline	1
Stand By Your Man	Tammy Wynette	2
Jose Cuervo	Shelly West	3
Snowbird	Anne Murray	4
D-I-V-O-R-C-E	Tammy Wynette	5
She's Got You	Patsy Cline	6
You Needed Me	Anne Murray	7
Your Good Girl's Gonna Go Bad	Tammy Wynette	8
The End Of The World	Skeeter Davis	9
I Fall To Pieces	Patsy Cline	10
Rose Garden	Lynn Anderson	11
Crazy	Patsy Cline	12
Nobody	Sylvia	13
Satin Sheets	Jeanne Pruett	14
Don't Be Cruel	The Judds	15
Angel Of The Morning	Juice Newton	16

CD MH 1006

Takin' Care Of Business	Bachman-Turner Overdrive	1
Joy To The World	Three Dog Night	2
Happy Together	The Turtles	3
Wild Thing	The Troggs	4
Born To Be Wild	Steppenwolf	5
Bad Moon Rising	Creedence Clearwater Revival	6
Do Wah Diddy Diddy	Manfred Mann	7
The House Of The Rising Sun	The Animals	8
Some Kind Of Wonderful	Grand Funk	9
Unchain My Heart	Joe Cocker	10
Ramblin Man	The Allman Brothers Band	11
American Pie	Don Mclean	12
Mony Mony	Tommy James & The Shondells	13
Proud Mary	Creedence Clearwater Revival	14
Brown-Eyed Girl	Van Morrison	15
Old Time Rock & Roll	Seger/Silver Bullet Band	16

NIKKODO KARAOKE LASER DISCS

21 Laser Disc Set • Disc #1 through #21
588 Songs • NLD Laser Disc Series

$199.95

CD MH 1007

All My Rowdy Friends Are Coming Over	Hank Jr.	1
Forever's As Far As I'll Go	Alabama	2
Drivin' My Life Away	Eddie Rabbitt	3
Always On My Mind	Willie Nelson	4
I Love A Rainy Night	Eddie Rabbitt	5
Forever And Ever, Amen	Randy Travis	6
Before The Next Teardrop Falls	Freddy Fender	7
Another Somebody Done Somebody Wrong	B.J.	8
The Most Beautiful Girl	Charlie Rich	9
Everything Is Beautiful	Ray Stevens	10
She Believes In Me	Kenny Rogers	11
Swinging Doors	Merle Haggard	12
Country Club	Travi Tritt	13
Walking To Jerusalem	Tracy Byrd	14
If Tomorrow Never Comes	Garth Brooks	15
Rock My World	Brooks & Dunn	16

CD MH 1008

For The Good Times	Ray Price	1
King Of The Road	Roger Miller	2
Hello Walls	Faron Young	3
Kaw-Liga	Hank Williams	4
Rocky Top	Traditional	5
I Walk The Line	Johnny Cash	6
I'm A Ramblin' Man	Waylon Jennings	7
A White Sport Coat (And A Pink Carnation)	Robbins	8
It's Only Make Believe	Conway Twitty	9
Hey, Good Lookin'	Hank Williams	10
Lovesick Blues	Hank Williams	11
Sixteen Tons	"Tennesse" Ernie Ford	12
Dang Me	Roger Miller	13
Honeycomb	Jimmie Rogers	14
Mountain Music	Alabama	15
On The Road Again	Willie Nelson	16

CD MH 1009

The Woman In Me (Needs The Man In You)	Twain	1
Why Haven't I Heard From You	Reba Mcentire	2
She's In Love With The Boy	Trisha Yearwood	3
Love Can Build A Bridge	The Judds	4
Valentine	Jim Brickman With Martina Mcbride	5
Xxx's And Ooo's	Trisha Yearwood	6
Two Sparrows In A Hurricane	Tanya Tucker	7
(If Your Not In It For Love) I'm Outta Here	Twain	8
Whose Bed Have Your Boots Been Under	Twain	9
One Way Ticket (Because I Can)	Leann Rimes	10
Believe Me Baby (I Lied)	Trisha Yearwood	11
How Do I Live	Trisha Yearwood	12
Blue	Leann Rimes	13
Guys Do It All The Time	Mindy Mccready	14
I Try To Think About Elvis	Patty Loveless	15
The Greatest Man I Never Knew	Reba Mcentire	16

CD MH 1010

Keep Your Hands To Yourself	Georgia Satellites	1
Wanted Dead Or Alive	Bon Jovi	2
All Right Now	Free	3
Cocaine	Eric Clapton	4
Can't You See	The Marshall Tucker Band	5
Margaritaville	Jimmy Buffett	6
Bungle In The Jungle	Jethro Tull	7
Long Cool Woman (In A Black Dress)	The Hollies	8
Paradise By The Dashboard Light	Meat Loaf	9
Cat Scratch Fever	Ted Nugent	10
At This Moment	Billy Vera & The Beaters	11
Kodachrome	Paul Simon	12
Mainstreet	Bob Seger & The Silver Bullet Band	13
I Drink Alone	George Thorogood & The Destroyers	14
Draggin' The Line	Tommy James	15
Every Rose Has It's Thorn	Poison	16

CD MH 1011

Knockin' On Heaven's Door	Bob Dylan	1
We Will Rock You	Queen	2
Crocodile Rock	Elton John	3
Centerfold	J. Geils Band	4
Abracadabra	Steve Miller Band	5
Magic Carpet Ride	Steppenwolf	6
Midnight Confessions	The Grass Roots	7
Another One Bites The Dust	Queen	8
Another Brick In The Wall	Pink Floyd	9
Black Magic Woman	Santana	10
American Woman	The Guess Who	11
Bad Medicine	Bon Jovi	12
Babe	Styx	13
Black Dog	Led Zeppelin	14
Born In The U.S.A.	Bruce Springsteen	15
A Whiter Shade Of Pale	Procol Harum	16

CD MH 1012

Good Golly Miss Molly	Little Richard	1
Good Luck Charm	Elvis Presley	2
Chantilly Lace	Big Bopper	3
The Twist	Chubby Checker	4
Hound Dog	Elvis Presley	5
Summertime	Billy Stewart	6
Only The Lonely	Roy Orbison	7
Whole Lotta Shakin' Goin' On	Jerry Lee Lewis	8
All I Have To Do Is Dream	The Everly Brothers	9
Eight Days A Week	The Beatles	10
Twist & Shout	The Beatles	11
Surfin' U.S.A.	The Beach Boys	12
Teddy Bear	Elvis Presley	13
Oh, Pretty Woman	Roy Orbison	14
Lion Sleeps Tonight	The Tokens	15
Under The Boardwalk	The Drifters	16

CD MH 1013

Crazy Little Thing Called Love	Queen	1
Wonderful Tonight	Eric Clapton	2
Get Down Tonight	Kc & The Sunshine Band	3
Your Song	Elton John	4
Imagine	John Lennon	5
Jack & Diane	John Cougar	6
Your Mama Don't Dance	Loggins & Messina	7
It's Still Rock And Roll To Me	Billy Joel	8
Bridge Over Troubled Water	Simon & Garfunkel	9
Addicted To Love	Robert Palmer	10
Black Water	The Doobie Brothers	11
Just Once	James Ingram	12
Dream On	Aerosmith	13
Brick House	Commodores	14
Still The Same	Bob Seger & The Silver Bullet Band	15
Bad, Bad Leroy Brown	Jim Croce	16

CD MH 1014

(They Long To Be) Close To You	Carpenters	1
You Light Up My Life	Debby Boone	2
Let Me Be There	Olivia Newton-John	3
True Colors	Cyndi Lauper	4
Alone	Heart	5
Betty Davis Eyes	Kim Carnes	6
Gypsys, Tramps & Thieves	Cher	7
I Wanna Dance With Somebody	Whitney Houston	8
Ain't No Mountain High Enough	Diana Ross	9
I Honestly Love You	Olivia Newton-John	10
At Seventeen	Janis Ian	11
It's Too Late	Carole King	12
Physical	Olivia Newton-John	13
Magic Man	Heart	14
Like A Prayer	Madonna	15
Rainy Days & Mondays	Carpenters	16

CD MH 1015

The Keeper Of The Stars	Tracy Byrd	1
Be My Baby Tonight	John Michael Montgomery	2
Butterfly Kisses	Bob Carlisle	3
Shameless	Garth Brooks	4
Queen Of Memphis	Confederate Railroad	5
Watermelon Crawl	Tracy Byrd	6
Little Miss Honky Tonk	Brooks & Dunn	7
You're Gonna Miss Me When I'm Gone	Brooks/Dunn	8
I Don't Even Know Your Name	Alan Jackson	9
You Ain't Much Fun	Toby Keith	10
Indian Outlaw	Tim Mcgraw	11
Little Bitty	Alan Jackson	12
My Maria	Brooks & Dunn	13
Better Man	Clint Black	14
Don't Take The Girl	Tim Mcgraw	15
Third Rock From The Sun	Joe Diffie	16

CD MH 1016

You're The One That I Want	Newton-John/Travolta	1
Don't Know Much	Linda Ronstadt & Aaron Neville	2
I Got You Babe	Sonny & Cher	3
Love Shack	B-52's	4
Endless Love	Diana Ross & Lionel Richie	5
It's Your Love	Tim Mcgraw & Faith Hill	6
(I've Had) The Time Of My Life	Medley/Warnes	7
You're The Reason God Made Okiah	Frizzell/West	8
You Don't Bring Me Flowers	Streisand & Diamond	9
Up Where We Belong	Joe Cocker & Jennifer Warnes	10
Summer Nights	Olivia Newton-John & John Travolta	11
You And I	Eddie Rabbitt & Crystal Gayle	12
The Gift	Collin Raye & Susan Ashton	13
One Sweet Day	Boyz Ii Men & Mariah Carey	14
Unforgettable	Natalie Cole & Nat "King" Cole	15
That's What Friends Are For	Warwick & Friends	16

PRO·SING

1-800-PRO-SING

www.prosing.com

If You're Serious About Music

This is the place to be!

March 3-7, 1999 Toronto Canada

CMW 99 INTERNATIONAL

CANADIAN MUSIC WEEK

CONFERENCE
- 4 Day Forum
- Seminars
- Debates
- Keynote Speakers

FESTIVAL
- Over 350 Bands
- 35 Clubs
- 5 Day Music Marathon

EXHIBITION
- Over 150 Exhibitors
- New Technology
- New Services

AWARDS
- Radio Music Awards
- Canadian Music Industry
- Rising Star Awards
- Session & Tour Guide

CANADIAN ROCKS

TREBAS INSTITUTE

For More Information:

Phone: (416) 695-9236 • Fax: (416) 695-9239 • E-Mail: cmw@ican.net

VISIT US AT OUR WEB SITE

www.cmw.net

JACK DANIEL'S CANADIAN MUSIC festival

SOCAN

Mobile BEAT

The DJ Magazine

Every issue of Mobile Beat Magazine is packed full of vital information you need to succeed as a Mobile/Club DJ/KJ.

716-385-9920

SUBSCRIBE NOW & SAVE!

Name_____

Company Name_____

Address_____

City_____ State_____ Zip_____

Phone_____ E-mail_____

❑ Visa/Mastercard ❑ check/money order**

Card #_____ Exp. date_____

Signature_____

check one:

❑ 1 year @ $23
Canada $33 (U.S. funds)

❑ 2 years @ $40
Canada $50 (U.S. funds)

❑ 3 years @ $55
Canada $75 (U.S. funds)

**Checks made payable to Mobile Beat Magazine. U.S. funds only. Allow 4-6 weeks delivery. Foreign subscriptions are $60 per year.
Mobile Beat Magazine is published 7 times a year. Subscribe online at: www.mobilebeat.com

MB49

DON'T MISS A BEAT!

Order your Mobile Beat GEAR BOOK!

716-385-9920

Don't Miss a Beat!

For your sound and lighting gear purchases, get the Mobile Beat Gear Book for informed buying!

The *MB* Gear Book is $6.95
($10/US funds outside US)

Mobile BEAT
YOUR COMPLETE BUYER'S GUIDE TO THE LATEST SOUND SYSTEMS, LIGHTSHOWS, & PERFORMANCE TOOLS
GEAR BOOK
A must for smart buying choices

Name_____

Company Name_____

Address_____

City_____ State_____ Zip_____

Phone_____ E-mail_____

❑ Visa/Mastercard ❑ check/m.o. enclosed

Card #_____ Exp. date_____

Signature_____

Shipping & handling included. Please allow 2-4 weeks for delivery.

MB49

When your clients ask,
"What music do you play?"
hand them the

Mobile Beat Top 200

Most-Requested DJ Music List!

A proven marketing piece made for DJs, by DJs!

The Top 200 list of most-played DJ music is categorized by:

TOP 50 ALL-TIME HITS
BRIDAL • BALLADS
PARTY • DISCO/DANCE
ROCK/ALTERNATIVE
COUNTRY • KARAOKE
FIRST & LAST SONG

The Mobile Beat TOP 200

A high-quality reprint of the annual Top 200 list–this premium marketing tool is sold in sets of 25 copies for just $20 (incs. s/h)!

Buy in quantity and save! Two sets for $35, 3 sets for $45! (s/h inc.; outside US, add $10).

Each color reprint is on 11x17 solid-weight paper, folded to 8-1/2 x 11. Imprint your company logo and call it your own!

MOST-REQUESTED DJ MUSIC
• LISTINGS •

You can VOTE ONLINE for the NEXT TOP 200! www.mobilebeat.com/top200.html

Place first class postage

Mobile Beat Magazine
P.O. Box 309
East Rochester, New York 14445-0309

Mobile BEAT

The DJ Magazine

Every issue of Mobile Beat Magazine is packed full of vital information you need to succeed as a Mobile/Club DJ/KJ.

716-385-9920

Place first class postage

Mobile Beat Magazine
P.O. Box 309
East Rochester, New York 14445-0309

DON'T MISS A BEAT!

Order your Mobile Beat GEAR BOOK!

716-385-9920

Yes! I want to impress my clients with a ready-made song list of the most requested music. I'll take _____ set(s) to hand out and include in my promotional package.

❑ 1 set is $20 ❑ 2 sets are $35 ❑ 3 sets are $45 (additional sets are $15 ea.)
(S/H included. Outside US add $10)

Please send my Top 200 reprints to:

Name_____

Address_____

City_____ State_____ Zip_____

Telephone_____

❑ Check ❑ Money Order ❑ Visa ❑ MasterCard

Credit card #_____ exp._____

Name on card_____

Signature_____ MB49

Order your Top 200 Most-Requested DJ Music Lists today! Just complete the necessary information on the adjacent card and mail with payment to:

Mobile Beat Magazine
PO Box 309
East Rochester, NY 14445

or call with a Visa or MC
716•385•9920

BY DAVE KREINER

Singles aren't the source

IMPROVED METHODOLOGY WILL BETTER INDICATE JUST WHERE THE HITS ARE COMING FROM.

When the first Hot 100 Singles chart was unveiled 40 years ago on August 4, 1958, the top 10 singles featured Country, Rock N' Roll, Jazz, Blues, Latin, and Pop music. That eclectic mix reflected the wide variety of singles that were available at record stores and receiving air play on Top 40 radio. Much has changed over the past 30 years. Top 40 radio has become very segmented, with four or more categories of Top 40 to muddle the airwaves. As a result of increased album play, a number of big radio hits have not been available as singles and, thus, never charted. In adapting to these changes, *Billboard Magazine* has dropped the word "Singles" from their chart. It is now simply called the "Hot 100".

Construction complete

Beginning with the December 5, 1998 issue, the *Billboard* Hot 100 chart began utilizing new methodology and technology. Their goal is very simple: to chart the most popular songs nationwide.

Some of the key changes include continuing use of retail data from SoundScan and air play information from BDS (Broadcast Data System).

Because of the increasing number of singles that have not been available at retail, the retail weight has been reduced from 40 percent of the chart's points to 25 percent. Radio-only songs (those with no commercial single) are also now eligible for the Hot 100 after they reach the top 75 of the separate Hot 100 Airplay chart. Singles available at retail can chart on the strength of sales points. All singles available to retail will have a star designation. The radio panel has been increased to contain a panel of 756 stations, with R&B, Adult R&B, Mainstream Rock, Triple-A Rock, and Country outlets joining the old Hot 100 panel.

As a result of increased album play, a number of big radio hits have not been available as singles and, thus, never charted.

In a recent Hot 100 Singles chart, there were over 10 country songs charted, and many other songs with an "Album Cut" designation. There was also an increase in Alternative Rock songs in the upper area of the charts. R&B, Hip Hop and Rap were still big in all areas of the chart.

What's it to ya?

The effect on Mobile and Nightclub DJs won't be drastic since this trend has been happening quietly for the past few years. KIIS FM in Los Angeles has not started adding any country music to their playlist. And the local country station has not added any Madonna or Janet Jackson to their playlist. The Hot 100 chart is reflective of an accumulation of all the nation's playlists and retail sales.

Radio has had and still does have a huge impact on everything that we as Nightclub and Mobile DJs play. The brides favorite station will still be the main influence of her decisions for music at her wedding. High school and junior high school kids will still demand all the top music they hear on pop music stations. Nightclub patrons will still want to hear recognizable "radio" music in the clubs. Only the hard-

core underground type clubs will still create their own hits since most club music does not make it to the radio. Groove Radio, a huge dance music station in Los Angeles, recently went out of business; so it's up to the Club DJs to create the hits before they get on radio playlists.

What will happen is that many stations will start playing a mixture of Country, Pop, Rock, Urban, and Dance in their playlists in the upcoming year. It will be even more important for you, as an owner, operator, club owner or DJ, to stay on top of musical trends. To stay marketable, you will have to know what musical styles are being played in your market. No matter what happens in radio, the bottom line is pleasing your customer, and having a keen awareness of what is being played in your particular market.

Sources include Billboard Magazine, www.billboard.com

David Kreiner is the owner of The Source DJ Music Supply and Southern California Music Service, a nightclub consulting service. The Source is a full service music supplier of remixes, DJ-only CD compilations, and 12" singles for Mobile and Nightclub DJs. Call 800-775-3472 for a free flyer, e-mail scmsrecord@aol, or online at www.thesourceformusic.com

Get Your Official Mobile Beat Hat!

This is no ordinary baseball cap! You'll stand out in a crowd in the day and the night — the Mobile Beat logo lights up! Fiber optics are used to make the logo flash red dots of light! A battery is required, and is included. Available in two color combinations: solid color or two-tone.

BATTERY INCLUDED!

ONLY $25 each, S/H inc.

❑ **Yes!**, I want to order the official Mobile Beat hat!

Send me: ❑ Solid/(qty) _____ ❑ Two-tone/(qty) _____

Total # of hats ____ x $25.00 ea. Total due $_____ (NY +8% tax)

For fast service, CALL with your Visa or MasterCard! **(716) 385-9920**

Please fill in necessary information and include this card with check, m.o. or credit info.

Name_____

Address_____

City_____ State_____ Zip_____

Telephone #_____

Credit card #_____ Exp. date_____

Name on Card_____

Authorized Signature_____

Mail to: Mobile Beat / Hat Offer • PO BOX 309 • E. ROCHESTER, NY 14445

Mobile BEAT
The DJ Magazine

Coming Attractions!

Your Favorite Mixes!

Send us the titles and artists that make up your favorite 3, 4, or more song mix! Include your name, company name, the area you serve, a photo of yourself in action (if available) and your business card. If that's too much work, simply e-mail your favorite mixes to mixes@mobilebeat.com. Look for your mix in a special feature coming up soon in Mobile Beat: The DJ Magazine!

Watch for these other exciting features coming up soon in Mobile Beat: The DJ Magazine!

- Updating your contracts
- Using props like a pro
- Producing a promotional video
- Insuring your success
- Use what you have to get what you need
- What's Hot in lighting and controllers
- On-Air Mobiles
- Problem Solvers

Mobile Beat Magazine, P.O. Box 309, East Rochester, NY 14445

SCOOP

A Tempting Slate Of Temptations' Classics

Smooth. Sophisticated. Silky harmonies. Soulful elegance. Forty years later and these are still the words that describe just one group: The Temptations. Their classic hit-making versatility has again taken center stage on newly remastered versions of five of the super group's classic albums: *The Temptations Sing Smokey*, *The Temptin' Temptations*, *With A Lot O' Soul*, *In A Mellow Mood*, and *A Song For You*.

Each chart-topping album has been digitally remastered by Motown Records, using high-resolution, 96k/24-bit technology, from the original master tapes. Each package also features the original cover art.

***The Temptations Sing Smokey*, a tribute to Smokey Robinson, was first released in March 1965. The Temptations (David Ruffin, Eddie Kendricks, Paul Williams, Otis Williams and Melvin Franklin) let loose here on their signature hit "My Girl."**

They didn't let up for their third album: "Since I Lost My Baby," "My Baby," "Don't Look Back," and "Girl (Why You Wanna Make Me Blue)" are among the seven charting hit singles found on the quintet's follow-up album, *The Temptin' Temptations*. Originally released in November 1965, it claimed number one on the R&B chart and top 10 pop status.

Two years later, the Temptations scored with their seventh hit album, *With A Lot O' Soul*. Back in print for the first time in 10 years, this July 1967 outing includes the number one R&B and top 10 pop classic "(I Know) I'm Losing You," plus "All I Need" and Eddie and David's vocal bantering on "You're My Everything."

The fivesome went for a change of pace with their eighth effort, November 1967's *In A Mellow Mood*. Only the Temptations could pull off the feat of re-popularizing such tunes as "Hello Young Lovers," "The Impossible Dream," Sinatra's "That's Life," "A Taste Of Honey," and "Try To Remember" for a new generation of listeners.

***A Song For You*, the group's 1970's classic, remains one of the group's best-selling albums on CD. The year was 1975, and by then the Temptations' lineup featured Dennis Edwards, Damon Harris, and Richard Street with original members Melvin Franklin and Otis Williams. On this production, the group jumps effortlessly from funk to ballads without losing a beat. This album includes the number one hit "Happy People," featuring the Temptations Band—better known as the Commodores, "Shakey Ground," and "A Song For You."**

These five classic reissues follow on the heels of the group's 56th album, *The Temptations: Phoenix Rising*, which is top ten on the R&B album chart and close to gold status. Featured on the new album is the smash single "Stay." The musical legacy continues.

If you would like to add this collection to your music library, contact Motown Records at their Web site: www.motown.com.

S&M
Trunk and Case
Est. 1927
Album Cases

ABS Plastic = $90. • Aluminum = $110.

*Holds 90 albums
*1/4" Plywood Construction
*Carpet Lined
*Available in many colors
*Recessed Handles & Latches
*Stackable Corners

Rack & Console Cases Made to Order

Buy Direct From Factory

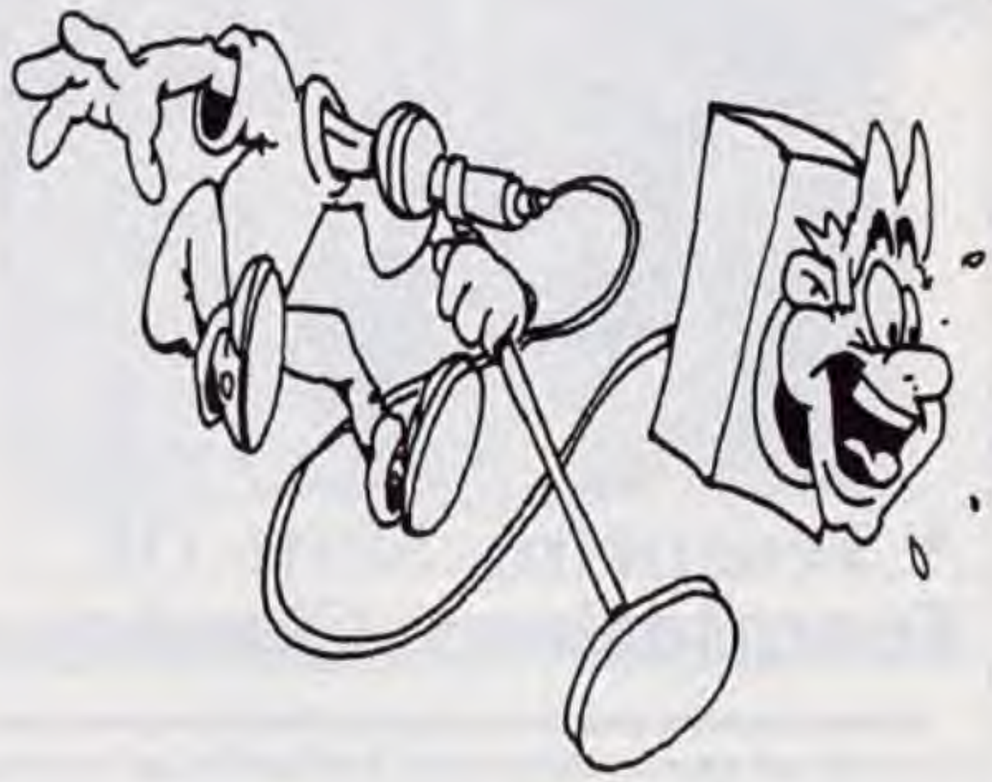
Ph:1-800-491-7428 • Fax:(617)445-7428

(Free Shipping for orders over $500.00)

A TIMELY CELEBRATION

- BOB JEFFRIES & ART CRUMP

Don't Eat That Mic!



YOUR SINGERS DO NOT HAVE TO BE INCREDIBLE VOCALISTS TO PRODUCE A QUALITY KARAOKE PERFORMANCE ... THEY JUST HAVE TO KNOW HOW TO USE THE MIC!

BY ROBERT TAYLOR

Microphone technique is key to a singer's performance. And whether they admit it or not, most of the people who sing at your shows want to sound good and impress the crowd. With your help they can improve their vocal abilities individually, which will enhance the quality of your shows collectively.

What is microphone technique?

Lets start off by listing what it is not. Proper microphone technique is not swinging the microphone by its cord. It may have worked for Roger Daltry, but his mic and cord were reinforced with miles of duct tape. Swinging the mic ruins the cord and the XLR connector. It may also cause permanent damage to sensitive internal parts, which just may not be worth repairing.

You should also discourage singers from covering or cupping their hands over the head of the microphone. This creates a muffled sound and severe feedback, which is not cool. The audience is not able to make out the singer's words, almost as if they are singing in a foreign language. Music is intended to communicate using music and words, not a muffled undetectable blur of incoherent gibberish. Audience participation starts with hearing the words and recognizing the song first, then they can be impacted by a performance in a positive way.

Singers who insist on screaming into the microphone at close range are also a huge turn off. This forces on the audience a painful noise level that will most definitely cause some to get up and walk out. Others will move further away from the noise, leaving the audience thinner and therefore less lively. Even the loudest pop singers understand this theory.

Another problem I often encounter is popping sounds that generally occur when words that start with the letters P or T are sung. Breath being forced between your lips to form the sounds hits the mic and sounds almost like the mic was tapped with a pencil. Singer's can avoid this by placing the microphone just under their bottom lip so that the air from the T and the P words will pass over the head of the microphone.

Turning the microphone on and off over and over again or pounding on the head of the microphone as if it were a drum is another way to send the audience out the door. To keep singers from turning your mics on and off, simply wrap electrician's tape across the on/off switch.

Turning the microphone on and off over and over again or pounding on the head of the microphone as if it were a drum is another way to send the audience out the door. To keep singers from turning your mics on and off, simply wrap electrician's tape across the on/off switch.

Hot stars

Another common mistake singers make is choosing a song that's either way out of their vocal range, or one they really don't know. During your introduction and warm-up, you might want to suggest a few songs that you've found work well for beginners and first-timers. If someone is on stage and struggling to hit the high notes, back down the speed or key control in small steps until they feel comfortable.

For the more experienced singers looking for advice, suggest they maintain eye contact with the audience. Once in a while, they may even want to switch microphone hands, but only after one complete thought or phrase.

You can sing better, too

Helping your singers to improve is one thing, improving your own performance is another. If you want to sing like a pro, learn from the pros. Watch professional vocalists sing live and notice how they use the microphone as an instrument. Observe how they pull away from the microphone on high, loud notes. While in their weaker ranges, they hold the microphone right next to their bottom lips. Another basic technique is to pull away when you want to fade or decrescendo. Pull the microphone closer to your mouth when you wish to get louder or crescendo. Pull even closer when your voice needs more presence or when you want to incorporate a breathy sound. This practice will add more impact to your performance.

Listening to your voice from the speaker's viewpoint is also very important. When singing, it's natural to listen to yourself as you sound "in your head." What you hear inside your head and around your ears is a distortion of your natural voice. Getting the proper perspective on how you sound is as

Mobile Beat DJ Show & Conference
1 • 9 • 9 • 9
CLEVELAND
Convention Center
June 28 • 29 • 30 1999

"Ideas are a dime a dozen. . . execution is everything"

The producers of the Mobile Beat DJ Show & Conferences are always searching for new and creative seminar topics that will interest all levels of the MOBILE DJ industry. If you are interested, submit a brief summary or outline of the topic you feel qualified to handle. The most creative, well-thought out seminar ideas submitted may be chosen for a future show. For the sake of qualifying the subject matter of your choice, assume you are doing the presentation ALONE. While this may or may not end up being the case, we tend to favor speakers who feel confident enough in a specific field to do this.

Please note:
Our speakers, with the exception of special presentations, are volunteers. National trade shows are unique opportunities to gain credibility amongst peers. That credibility is earned after a successful presentation. While experience is important, please place equal, if not more, emphasis on your proposal than your experience.

At the show, handouts are strongly suggested, and selling of one's product or service is discouraged. We do not wish to disqualify participation of those who have vested for-profit interests in the industry, but there are proven ways to share your knowledge without a commercial.

Send all submissions by mail, fax or online (no phone calls please).
attn: Mike Buonaccorso
Mobile Beat Magazine
P.O. Box 309
East Rochester, N.Y. 14445

E-mail:
mikeb@mobilebeat.com
Fax: 716-385-3637

SIX TIPS ON KARAOKE MIC TECHNIQUE

Singer's Tips: Here are a few practical tips you can print out and share with your singer's before they come up to the mic.

1. Sing don't swing! Swinging the microphone by its cord will not enhance your performance: it just ruins the microphone.

2. Give it some air! Avoid cupping your hands around the microphone. You'll sound much better.

3. Not a pops concert! Sing over the microphone and not directly into it. You'll avoid annoying pops from P and T words.

4. Don't blow it! Please don't drive your audience away by blowing into the microphone or hitting or tapping it.

5. Work it! When you're singing softly, bring the microphone in close; if you're singing loud, back it away.

6. Breathe! Take deep breaths before each phrase; this allows you to sing complete phrases that are smooth and relaxed.

simple as focusing your attention to the sound that is coming out of the speakers, not your head. Just for kicks, place a cassette deck in the audience the next time you sing and review it after the show... you may be surprised. Listen for sharp or flat notes as well as being too loud or too soft. By focusing on what's coming out of the speakers you will be able to reference instantly whether you need more volume, less echo, more vocal presence, more or less balance with the music, and so on. This should instantly improve your singing as well as your microphone technique.

Experienced karaoke singers understand these basics. They're the ones who do not need you constantly jacking with the sound levels. Professionals listen to themselves sing. To help your singer's sing better, take the tips that accompany this article and print them out on your letterhead. Place a copy in each of your songbooks, or pass them out as a promotional piece. When you demonstrate and help your audience practice proper microphone technique, you'll add depth and dynamics to your sound and their performance. It's a win-win for everybody!

Special Price!
$19.95
Spinnin' 2000
The Ultimate Guide to Fun and Profit
As a Mobile DJ
By Robert A. Lindquist & Dennis E. Hampson
MAKE MORE MONEY & HAVE MORE FUN!
Updated & Revised
THE #1 BUSINESS-OPPORTUNITY GUIDE FOR DJS AND ENTERTAINMENT SERVICES
SPINNIN' 2000 explains in detail . . .
• PRO SOUND AND LIGHTING EQUIPMENT
• MIXING TECHNIQUES
• ASSEMBLING A SOUND SYSTEM AND MUSIC LIBRARY
• PERFORMING AT WEDDINGS AND OTHER FUNCTIONS
• MANAGING A DJ SERVICE • TRAINING DJS • CONTRACTS
• ADVERTISING YOUR SERVICE • GETTING JOBS
• AND MUCH MORE!
To order with credit card
call 800-892-4060

PLATINUM RECORDS

LIGHTS & SOUND

and music & remixes on CD & vinyl

STANTON **SHURE** **ORTOFON**

GROOVE MASTER MATCH PAIR ...$179.00

SC35C $49.95

ORTOFON DJ PRO S (BLUE) $118.95

OMNISISTEM

READY FOG

1000 W HEATER
NO REHEAT REQUIRED
POWER CUT-OFF IN EVENT OF OVER HEATING
WARM UP TIME 5-7 MIN

$209.00

Italian Made!

LASER POINTER

KEY CHAIN
4.9 MV

$19.99
2 FOR $34.99

LIGHTING

MARTIN, OMNISISTEM, MBT, AMERICAN DJ, LYTEQUEST

MARTIN 812 CALL FOR SPECIAL PACKAGE

4 OMNISISTEM AUTOSCAN DMX-512 + CONTROLLER ...$2,799.00 LTD TIME

LOW PRICES FREE* SHIPPING

*Free UPS ground shipping to contiguous USA for all products in ad

MIXERS

GEMINI, VESTAX, PIONEER, DENON, RANE, MTX, ESO, TECHNICS, NEXT A.D.J. & MORE

MTX X-4 DJ MIXER ...$399.00

SPEAKERS

JBL, CERWIN-VEGA, EAW, SOUNDTECH, AND MUCH MORE!

JBL EON POWER 15
...$629.00

NEW

ROLAND DJ-2000 MIXING STATION

CALL FOR PRICE

•COMING SOON•

THE HOTTEST WEB SITE FOR DJs WILL BE ONLINE SEPT. 1ST

www.platinum-records.com

DJ KIT ONE $299.00

STARTER PACKAGE INCLUDES:
- 2 TURNTABLES
- MIXER
- INSTRUC. VIDEO
- SLIP MATS

CD PLAYERS

NEXT NCD 5000 DUAL CD OR AMERICAN DJ DCD PRO 200 $449.00

DENON DN-2000F MKIII	...CALL
DENON DN-2500F	...CALL
GEMINI CD 9500 PRO II	...$499.00
GEMINI CD 9800 PRO II	...$599.00
PIONEER CDJ700	...CALL

AMPS

CROWN, CREST, SOUNDTECH, JBL, & MORE

PB-1 (240W @ 4 OHMS)	...$569.00
PB-2 (445W @ 4 OHMS)	...$619.00
PB-3 (720W @ 4 OHMS)	...$799.00

3 Yr No-Fault Warranty!

DJ IN A BOX

$399.00

PACKAGE INCLUDES ALL YOU NEED TO START
- 2 TT 1700 T. TABLES
- 2 T. TABLE CARTRIDGES
- 2 SLIP MATS
- 1 SET OF HEAD PHONES
- ALL THE CABLES

ROLAND

MC303	...$599.00
MC505	...CALL
SP202	...$299.00
SP808	...CALL

OMNI CASES

TURNTABLE CASES STARTING AT $99.00

SL1200 OMNI CASE
...$199.00

Italian Made!

P80 ...$179.00
P100 ...$199.00
CD CASE (ROUND CORNERS) ...$179.00

GEMINI

GEMINI PS-626 PRO MIXER
26 DB EQ CUTS

...$169.00

VESTAX

VESTAX 05 PRO
call for best price

ALSO AVAILABLE
Q-BERT LIMITED 05 PRO

TECHNICS

SL1200 MKII
...$479.00

SL1200 MK3
...$579.00

SL1200 MKII LTD
...$999.00

Retail and mail order: 104 S.W. 2nd, Portland, OR 97204 (503) 222-9166 Fax (503) 222-9355

Retail: 915 E. Pike St., Seattle, WA 98122 (206) 324-8032 Fax (206) 324-4563

SHOWCASE

ADVERTISE in The Mobile Beat Magazine SHOWCASE!

GREAT RATES for dealers and DJs: **Just $45 Per Column Inch** (1 3/4"w x 1"h).
All ad copy and payment-in-full for the:
April/May '99 issue #52 must be received by **January 29, 1999.**
For more information, or to place your ad with Visa or Mastercard,
CALL: 716-385-9920, fax: 716-385-3637, or e-mail: mobilebeat@aol.com

ATTENTION DJs/KJs
Award ***Bahama vacations*** including airfare & hotel at promotional prices!
Call Dynasty for details.
1-800-281-1790

PRO-SING KARAOKE
FREE CATALOG WORLD'S LARGEST SELECTION
All brands of software: CDG, DVD, LD, MORE!
Players, Amplifiers, Speakers, Microphones...

PROSING
P.O. BOX 650
PINELLAS PARK, FL 33780

Become a Radio DJ
FREE INFO
1-888-723-4637
www.djbook.com

CUSTOM SPEAKER ENCLOSURES
Your design or ours
Call dB Systems at:
330-545-1986

LIGHTS NEW & USED
- Derby-8 - $99
- 700W Fogger - $69
- PAR 64 cans - $19

FREE CATALOG, CALL
800-880-0885
www.cheaplights.com

BPM BOOKS
Call (800) 266-4700 for free brochure

Karaoke
Buy at Dealer Cost!
CDGs as Low as $4.95
We carry most brands
For price list, See us on the web
http://www.karaoke-wholesale.com
or call
Karaoke Wholesale
1-888-900-DISC
Fax: 1-602-864-1884

"MOBILE DJ SUCCESS TOOLS"
Marketing- Office & "Live" Operator Assistance
Now serving only the Chicagoland areas. (IL)
DJs ARE US
1-800- DJS-ARE-US
www.djsuccess.com
Call Now for FREE info! Call 24 hrs.

A Million Laughs is a great joke book on CD-ROM (Mac/IBM) for just $18.95. The DJ Games book is loaded with over 90 games. Just $19.95 (incs s/h) ORDER BOTH FOR JUST $29.95 (s/h inc.) Send ck/mo to: Encore Entertainment PO Box 404, Roosevelt, NJ 08555

BROADCASTER (or) RECORDING ENGINEER
Radio/TV/Sports/News/DJ/Talk Show
Music/Multimedia/Digital/Video/Film
No experience required.
On-The-Job Training in Major Local Recording Studios & Radio/TV Stations.
Part-time, Nights, Weekends
Call For Free Video Today!
1-800-295-4433
recordingconnection.com

WANTED
DJ RECORD COLLECTIONS
Disco • Rap • Soul
House • 12" Singles • Albums
WILL TRAVEL FOR LARGE COLLECTIONS
Buy • Sell • Trade
•WANT LISTS ACCEPTED•
21st Century Music
1-800-846-9501
(201) 641-6610 • fax (201) 641-9309
www.21centurymusic.com
e-mail: sales@21centurymusic.com

Mobile Beat DJ Show & Conference
I • 9 • 9 • 9
CLEVELAND
Convention Center
June 28 • 29 • 30 1999

The Mobile Beat
DJ Show & Conference
June 28 • 29 • 30, 1999
We've got it all!
Exhibits! Seminars!
Parties! Workshops!

ELECTRONIC BARGAINS
DJ SUPERSTORE!
"IF WE DON'T HAVE IT... THEN YOU DON'T NEED IT!"

DENON	SHOWCASE	NUMARK
JBL	SPI SOUND	GEMINI
QSC	TECHNICS	AMERICAN DJ
PIONEER	STANTON	BBE
RANE	AB POWER	SONY
JVC	MARTIN	MOBOLAZER
TEAC	LIGHTCRAFT	NESS
FURMAN	KNIGHT	LYTEQUEST

WE WILL NOT BE UNDERSOLD!
FREE BROCHURE!
1-800-336-1185
Get an INSTANT FAX of our latest sale flyer immediately upon request!
VISIT OUR SHOWROOM
970 MONTELLO ST.(RT.28)
BROCKTON, MA 02301
OPEN Tuesday - Friday 9-6 Saturday 9-4 E.S.T.
Sorry, Closed Sunday & Monday

www.djcases.com

9 x 6 Mixer Rack $144.95	*168 CD Case $84.95*	*DJ Coffins $129.95 - $179.95*
11 x 6 Mixer Rack $159.95	*320 CD Case $159.95*	*18 Space Amp Rack $159.95*

Toll Free 1-877-DJCASES (352-2737) FREE CATALOG

Black or Gray Carpet Same Price !!

BANNERS FAST
COOL DESIGNS ON
BUTTONS, BANNERS & MAGNETIC SIGNS
Bannerland **(800) 654-0294** MasterCard VISA

Bobby Morganstein Productions

VIDEO #9

THE COMPLETE "HOW-TO" PARTY DANCES II

Even More Dances To Teach Your Guests

This sequel picks up right where Party Dances I left off. Let Byron and Heidi teach you some new guest participation dances, plus some great classics.

PARTY DANCES

1. Cotton-Eyed Joe
2. Coco Jamboo
3. The Hustle
4. Born To Hand Jive
5. The Train
6. Apache
7. The Freeze
8. One Step, Two Step
9. The Whip
10. The Bounce

BONUS FREESTYLE

The Wave
The Step
The Fist
Liquid
King Tut

$50

BMP CD SERIES

CD1	The Complete Jewish Party CD
CD2	The Complete Latin Party CD
CD3	The Complete Novelty Party CD
CD4	The Complete Traditional Party CD
CD5	The Complete Specialty Party CD
CD6	The Complete Grand Entrance Party CD
CD7	The Complete Classic Party CD
CD8	The Complete Cocktail Party CD
CD9	The Complete Miscellaneous Party CD
CD10	The Complete Medley Music Party CD
CD11	The Complete Big Band Swing Party CD
CD12	The Complete (Best Of) Jingles Party CD
CD13	The Complete Dinner Music Party CD
CD14	The Complete Broadway Party CD
CD15	The Complete Creative Party CD
CD16	The Complete Classical Party CD
CD17	The Complete Jazz "Cocktail II" Party CD
CD18	The Complete Multicultural Party CD
CD19	The Complete Jewish Party CD II
CD20	The Complete Christmas Cocktail Party CD

CD SHOCK PADS

Shock Pads
"2 HIP 2 SKIP"

Still Available

BMP VIDEO SERIES

VID1	Bar/Bat Mitzvah Basic Production Video
VID2	Contest Video
VID3	Bar/Bat Mitzvah Full Production Video
VID4	Party Dances Video
VID5	Bar/Bat Mitzvah "Party Demo" Video
VID6	Creative Games Video
VID7	Corporate Games (Outdoor) Video
VID8	Swing Dances Video
VID9	Party Dances Video II

PARTY COSTUMES

Sequin Jackets
•5 Colors•

Sequin Vests
•3 Colors•

BOBBY MORGANSTEIN PRODUCTIONS
77 BUCK ROAD
HUNTINGDON VALLEY, PA 19006

Call Us At **(800) 355-8288**
For A Free Product Brochure
Or Visit Us On The Web at www.bmpbeat.com

VISA

Need Music?

The Source is the Nation's largest supplier of CD's, remixes, 12" singles, and specialty music for Mobile & Nightclub Disc Jockeys.

800-775-3472

FREE Catalog Featuring:

- 20+ Remix Services
- Hundreds of DJ Only CD Compilations
- Thousands of 12" Singles
- Huge Selection & Great Service
- Same Day Shipping
- Pro DJ Audio Gear (lease to own)
- Online Catalog Updated Daily

The Source
DJ Music Supply

www.thesourceformusic.com

POWERHOUSE PRO DJ **THE REMIX SHOP**

Everything For The Professional Disc Jockey
Remix Services - Import & Domestic 12" & CD-5
CD Compilations - DJ Accessories
Most Popular DJ Sound & Lighting Equipment
Voice 716-839-3585 24hr. Fax 716-839-3587
E-mail remix@buffnet.net **www.powerhouse-remix.com**

SPEAKER COVERS

Custom vinyl covers keep your speakers, DJ facade, speaker stands, etc. looking brand new year after year after year!
WHAT A GREAT INVESTMENT
(516)759-4370

ON-THE-AIR CAREERS!

BCN

BROADCAST CAREERS NETWORK

1-888-ONAIR99
www.careersnetwork.com

CMSU Nightclub DJ Training & Placement
Call (800) 266-4700 for more information.

The **Mobile Beat TOP 200** *of '97*

ONLY $20

REPRINTS AVAILABLE

A proven marketing piece used by thousands of DJs, Mobile Beat's Top 200 reprints are sold in packs of 25 for just $20, including s/h! send check, m.o., or credit card info to: Mobile Beat Magazine, PO Box 309, E. Rochester, NY 14445 or Call (716) 385-9920

SUBSCRIBE NOW & SAVE!

Name _____
Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ E-mail _____
❑ Visa/Mastercard ❑ check/money order
Card # _____ Exp. date _____
Signature _____

Mobile BEAT
The DJ Magazine

check one:

❑ 1 year @ $23
Canada $33 (U.S. funds)

❑ 2 years @ $40
Canada $50 (U.S. funds)

❑ 3 years @ $55
Canada $75 (U.S. funds)

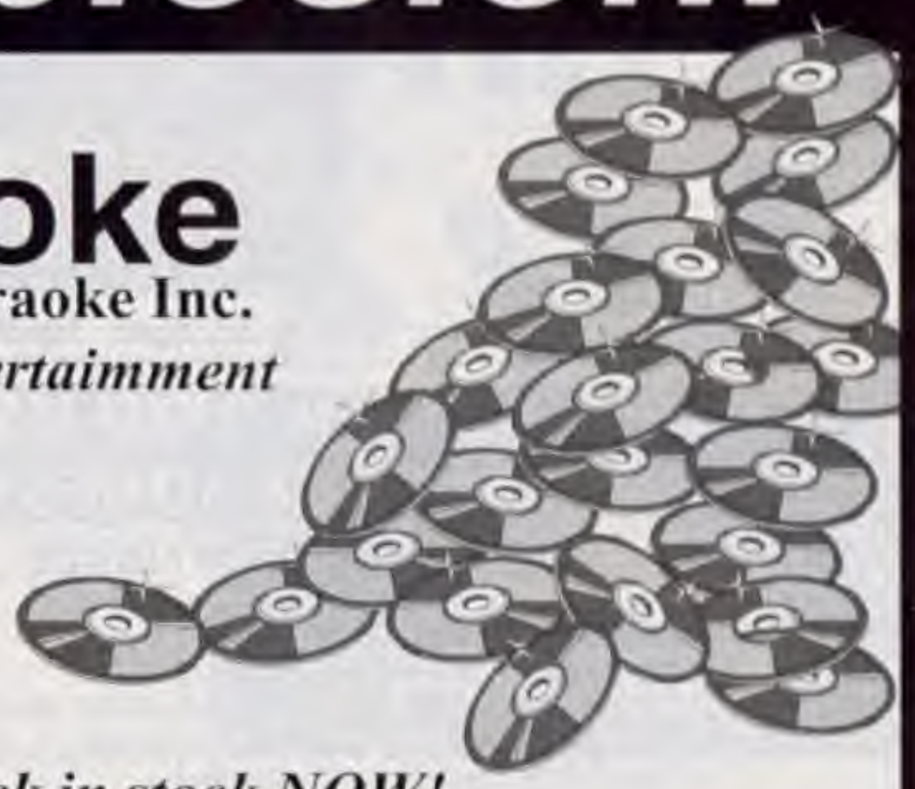
Karaoke Explosion!

DKKaraoke

Starr Karaoke

Authorized Dealer for DK Karaoke Inc.

The Leader in Sing-Along Entertaimment



Early Bird Year-End Blow Outs!

DKK200P CDG Player by Sony--*They're back in stock NOW!*

Perfect add-on player to any DJ system: Rapid Cue up time ■ Multi-function timer ■One-touch access remote control! ■Much more!!

This player free when you purchase a set of 96 DKKaraoke CD+G's.....

Look!

JVC XLGM800 CD+G Multi Changer

Six-Disc Magazine loaded ■ Two mic inputs ■ Digital key control ■ Digital echo ■ Vocal masking■ More!

Save Early! Save Big! Hardware/Software Combos

DKK200P CDG Player & 20 CD+G Discs As low as **$529**

JVCXLGM800 Multi Changer & 20 CD+G Discs As low as **$1,299**

Free TV Monitor Stand With Purchase of Full Software Set

(While Supplies Last) Call NOW!

Call 800-990-SONG (Ask for ext. 99)

THE **HOTTEST** *audience participation-interactive!!!*

Game Show Mania®

By Creative IMAGINEERING™

Winning product in Propmaster Competition at the American Disc Jockey Awards in Las Vegas '98

800 644-3141
(954) 316-6001
http://www.creativeimagineering.com

See us in Vegas - booth #504

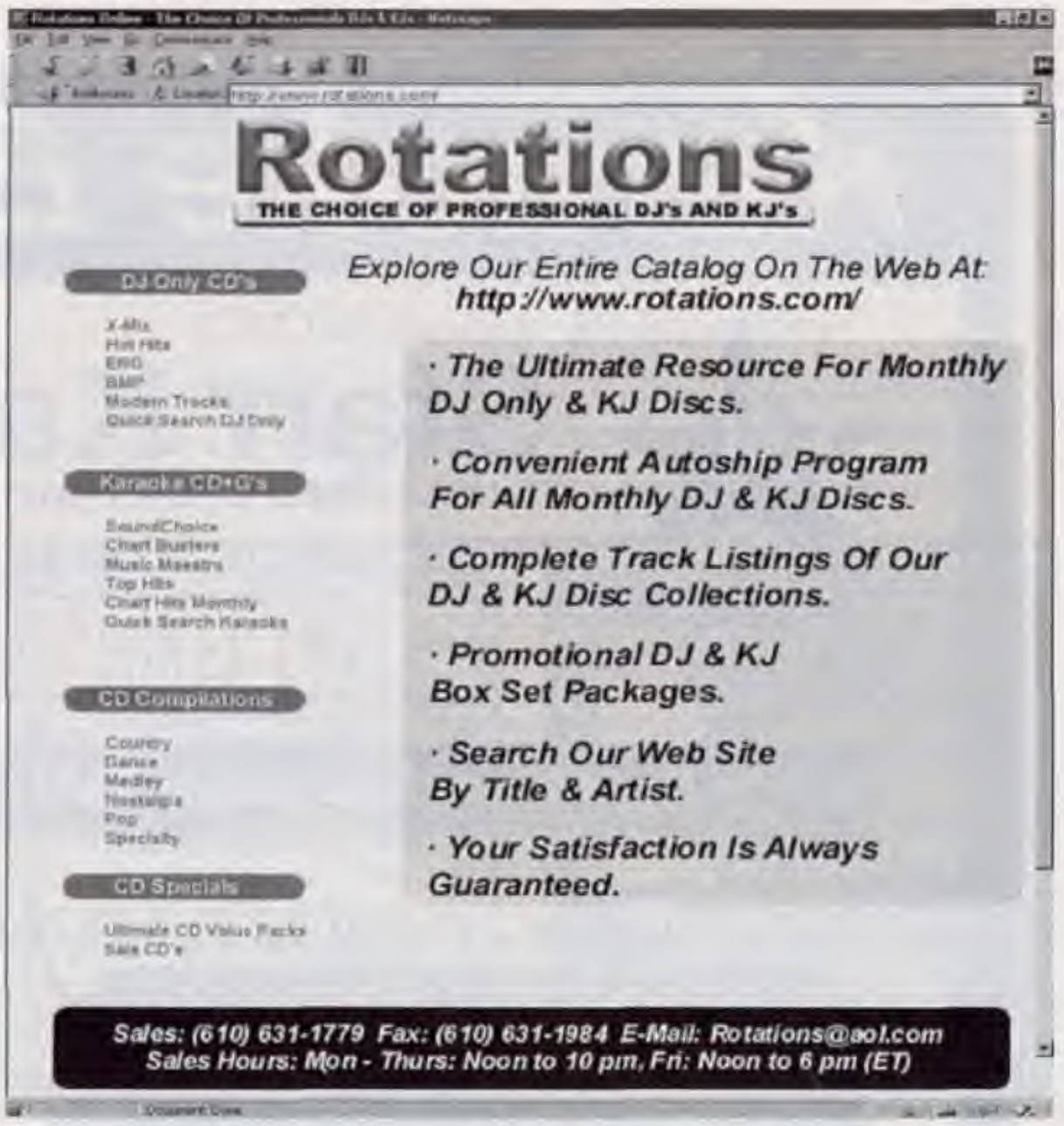
ATTENTION ALL DJs WHO USE WIRELESS MICROPHONES!

INTRODUCING THE ***NICKEL HYDRIDE***
RECHARGEABLE 9 VOLT BATTERY

- Twice the capacity of nickel cadmium batteries
- Charges 200 - 400 times • Charge anytime-no memory effect
- Non toxic to the environment •150 MA for maximum power
- •Save $100s over non-rechargeables
- Our company has tested these for over 1 yr with excellent results!
- 30 day money back guarantee if not totally satisfied!

FINALLY A RECHARGEABLE 9 VOLT THAT WORKS IN WIRELESS MICROPHONES!

TO ORDER
Battery: $14.95 ea. plus $1 s/h
Charger: $39.95 plus $5 s/h - charges (2) 9 volts
Send check or money order to:
Supersounds DJ Co., PO Box 214, Underhill, VT 05489
(Please indicate quantity and shipping address and allow 4-6 weeks for delivery.)
Or call 802-899-2823



http://mall.prodj.com

Where DJs Go To Shop!
Check it out today with dozens of DJ stores and vendors all in one place! Part of ProDJ.Com, The Internet's Source for DJs
Call (800) 25-PRO-DJ for advertising info or email sales@prodj.com

SWITCH TO THE MUSIC VIDEO POWERHOUSE

ZZZzzzap! It's *alive*! Your business, that is, when Wolfram is your music video source. We offer more of what you want–like *every*thing. We've got what's hot. Lightning-fast delivery, too. It's electrifying what can happen when you call 800-433-1652. Feel that tingle? Call now and arise.

Wolfram Video

Internet address: www.wolfram video.com

WHAT ARE YOU WAITING FOR?

There's never been a better TIME to advertise YOUR PRODUCT in the *Mobile Beat Showcase!*

Call Stephanie at Mobile BEAT The DJ Magazine
716-385-9920

Place your ad in the Mobile Beat Showcase section,

Mobile BEAT The DJ Magazine

only $45 per column inch!
(This space represents 2 column inches, or $90)

Mobile BEAT The DJ Magazine

www.ltispeakers.com

CHECK OUT OUR NEW ULTRA POWER DJ AND NIGHT CLUB *SPEAKER SYSTEMS* ON THE WEB!!

THE MUSIC DISTRIBUTOR for the DJ & ENTERTAINMENT INDUSTRY

A.V.C. Searches the U.S. and the globe to offer you the finest in **CD COMPILATIONS for DJs.**
Specialist in Various Artist CDs — Every Type of Music, Today's Hits and "DJ Only" titles. For Catalog of over 4,000 various-artist CDs with complete track listings send $13.50 to: A.V.C. Sebastian, 60 Ridgeway Ave, West Orange, NJ 07052

• Dealers Welcome •

Call: 973-731-5290 10 a.m. - 6 p.m., M-F
For free monthly catalog

DMA TOP 50 Dance Chart

Courtesy of Dance Music Authority
708-614-8417

1	CHER	Believe	Warner Bros.	130
2	VENGA BOYS	Up & Down (Remix)	Groovilicious	132
3	GEORGE MICHAEL	Outside	Epic	--
4	REINA	Find Another Woman	Groovilicious	128
5	GLORIA ESTEFAN	Don't Let This Moment End	Epic	130
6	DENI HINES	I Like The Way	4 Play	124
7	WHITNEY HOUSTON	It's Not Right But It's Okay	--	130
8	ULTRA NATE'	Pressure/New Kind of Medicine	Strictly Rhythm	125
9	VERNESSA MITCHELL	This Joy	Welcome Wax	131
10	DONNA LEWIS	Love Him	Atlantic	--
11	CLUB 69 f/ SUZANNE PALMER	Muscles	Twisted	129
12	LIGHTHOUSE FAMILY	High	Polydor	--
13	NATALIE IMBRUGLIA	Smoke (Remix)	RCA	--
14	WILL SMITH	Miami	Columbia	--
15	DEEP DISH w/ EBTG	Future Of The Future	Arista	122
16	PURE SUGAR	These Are The Times	Geffen	--
17	MOUNT RUSHMORE	You Better	MCA	124
18	MOUSSE T. VS. HOT 'N JUICY	Horny (Remixes)	Columbia	124
19	JUDY TORRES	Back In My Arms Again	Third MIllenium	129
20	ORGY	Blue Monday	FIII / Reprise	130
21	STARDUST	Music Sounds Better With You	Virgin	123
22	DEBELAH MORGAN	Yesterday	Motown	128
23	SO PURE	Changes	Cutting	127
24	ALANIS MORISSETTE	Uninvited	White Label	--
25	FAITHLESS	God Is A DJ	Arista	129
26	LFO f/ KAYO	If I Can't Have You	Logic	127
27	DEBORAH COX	Nobody's Supposed To Be Here	Arista	128
28	ERIN HAMILTON	Satisfied (Remix)	Trax	131
29	LOVE INC.	Broken Bones	RCA	132
30	MONICA	The First Night (Remix)	Arista	83
31	DONNA BLAKELY	Happy (Remixes)	UC Music	--
32	FIFTY FIFTY	Tonight... I'm Dreaming	4 Play	128
33	HANNAH JONES	What The Child Needs	BMG	127
34	TAANA GARNER	I'm Comin' (Remixes)	West End	123
35	HARRY CHOO CHOO ROMERO / INAYA DAY	Just Can't Get Enough	Subliminal	126
36	KEVIN AVIANCE	Join In The Chant	Wave	129
37	KIM ENGLISH	Tomorrow (Remixes)	Nervous	124
38	M:G	What Do You Remember	Classified	124
39	NOVY VS. ENIAC	Superstar	Logic 3000	131
40	ROBBIE TRONCO	Fright Train	Forbidden	129
41	VIC MOORE	Breathe	ZYX	--
42	ACE OF BASE	Whenever You're Near Me	Arista	124
43	CYNTHIANA	Thank U (Remixes)	Interhit	131
44	JAMAICA	Tell Me Where It Hurts	National	126
45	RAPPORT	To Love You More	Interhit	--
46	KIMARA LOVELACE	When Can Our Love Begin	King St.	122
47	FOXY BROWN	Hot Spot	Def Jam	90
48	GEORGE LAMOND	Without You (Remix)	Timber!	122
49	MATT BIANCO	Sunshine Day	Jellybean	--
50	AETHER	Give Away My Fear	Eightball	--

BUY DIRECT & SAVE!

SPECIAL EFFECTS
LIGHTING
PRO AUDIO

We Are Proud To Offer You
Some Of The Finest
Names In The Industry

AMERICAN DJ	MARTIN
CROWN	STANTON
GEMINI	FURMAN
QSC	METEOR
SELECO	DENON

We Are Committed To Offering
You The Lowest Possible Price.
We Will Match or Beat
Any Advertised Price.

HUNDREDS OF ITEMS
TO CHOOSE FROM

We Accept Most Major Credit Cards
C.O.D.'S Are Welcome!

DESIGN CONSULTATION
IS PART OF OUR SERVICE!

CALL FOR FREE CATALOG

800-929-2149

www.western-starlight.com

WESTERN
STARLIGHT

SILVERFLIGHT PRODUCTIONS™
Disc Jockey Equipment & Supplies

The Most Comprehensive Supplier of State-of-the-Art Equipment, Lighting and Special Effects.

AUDIO
LIGHTING
EFFECTS
STORAGE & CONSOLES
DJ REFERENCE MATERIALS
ACCESSORIES
MUSIC
KARAOKE

Your one-stop shop for all your DJ equipment needs.

Conveniently order all your equipment and supplies directly from our web site:

www.silverflight.com

or call us toll-free:
(888) 678-2112
Phone (602) 832-5669
Fax (602) 832-3151

Advertiser INDEX

Props & Novelties

Celebration Event Supplies 27
Pinto Novelty 88
R.I. Novelty 71
Sherman Specialty 76

Audio/Lighting MFGs

American DJ ..... 3, 124 (BC)
Ashly 81
Bag End 30
Chauvet 87
Colorado Sound N' Light 80
Crown ..... 123 (IBC)
Denon 13
Electro-Voice 19
Evergreen 33
Gem Sound 74
Gemini Sound 5
H & F Technologies 47
LyteQuest 39
Mackie 7
MBT Lighting & Sound 26
MTX Professional Audio 10
Music Industries 32
Ness 2
Numark 11
Pioneer 8-9, 35
QSC Audio 57
Reloop Products 77
Rolls 59
Samson 15
Sony 17
Tascam 31
TOV Lighting 50
Trident Lighting 41
Wright Bros. Sound 34
Yorkville 23

Cases & Racks

Grundorf Corp. 103
Island Cases 14
JB Case 20
Odyssey 85
S & M Trunk & Case 109
SKB 18
TopTone MFG 121
Univenture 101

Computer Services

Customware 16
Dartech, LLC 83
DJ Power 22

Karaoke

Pro Sing 105
Sound Choice 91
Starr Karaoke 117
VocoPro 99

Misc. Services

American Mobile Sound 90
Breakthrough Marketing 37
CAN-AM Segue 49
Canadian Music Week 106
ProTape 65
Spinnin' 2000 112
Wells Cargo 93

Music

Bobby Morganstein Productions 115
Catz Management 79
Hot Hits 98
I'm A Girl DJ 71
X-Mix 102

Retailers

Abracadabra 25
American Gear 63
American Music Center 95
Audio Climax 83
Caruso's 65
Core Store 69
DJ World 46
In The Darc 33
Guitar Center 42-43
Parts Express 12
Planet DJ 21
Planet Karaoke 6
Platinum Records 113
Pro Sound & Stage Lighting 89
SilverFlight 120
SixStar DJ 29
Upstairs Records 61
Western Starlight 119

Mobile BEAT
The DJ Magazine

Toptone

Manufacturing

OEM Since 1988

DJ World.

Cases

Toptone

Racks & Cases

"Execellent Quality, Unbeatable Price"

CD-300

W-201-8

R-80

W-102

L-820

M-2200

G-1700

TT-120

T-102

TOPTONE MFG. INC.

1830 Belcroft Ave., So. El Monte, CA 91733

Tel: (626) 401-9901 • Fax: (626) 401-3688

www.toptonemfg.com

The Show Must Go On!

I recently played a wedding in Canfield, Ohio which is about 3-1/4 hours west of our office in Rawson. Normally we do not go so far away from home base but, over the years, we have developed a great rapport and reputation with a group of couples from the University of Toledo. They've been very good to us in the past and I always look forward to their next booking.

In preparation for the long drive, I had packed up the night before. To avoid an emergency visit to Radio Shack, I had carefully run down a check list. Every piece of gear and every CD was accounted for. My van had been running fine but, just as a precaution, I brought it in for an oil change.

The next day I was up early and on the road with plenty of time to spare. I always allow myself plenty of time in case of flats and breakdowns. I think it's one of Murphy's Laws: "If a DJ's vehicle is going to break down, it'll do it on the way to a show." As was the case this time. Just 12 miles from the reception site I heard a strange clanking noise. Then... no power. It was just as if I had shifted into neutral. So close, yet so far away. Fortunately, I still had plenty of time.

I called a tow truck. When the driver arrived, he diagnosed the problem as a transmission seal. He offered to tow me to a nearby garage, but I was more concerned about getting to the job. With my van "on the hook" and me in the passenger's seat, I arrived at the reception which was being held at a golf course. It was a beautiful day and everyone in Canfield who hadn't been invited to the wedding was out on the course. Consequently, the lot was overflowing with cars. There was hardly room for the tow truck to maneuver. He finally had to drop my van on the other side of a gravel parking lot about 100 yards from the entrance to the hall.

The good news was that I was still on schedule. The bad news was that, while I was close to my final destination, I still had the parking lot to deal with. If you have ever tried to pull a hand truck across gravel, you understand my dilemma. For the first load, I put my DJ "booth" on the cart. It is a custom built job trimmed with aluminum that weighs about 250 pounds. I hardly made it two steps before the cart bogged down and the console started to fall off face first. I grabbed the console and pushed it back up on the cart. Ouch! I caught it at the worst possible point. A piece of the aluminum trim slashed a deep, 2-inch gash across the palm of my hand. I was bleeding all over myself and the parking lot. I quickly grabbed a towel and wrapped it as tightly around my hand as I could. Obviously, going to an emergency room was out of the question, so I struggled on with a bloody towel around my hand until I had everything into the building. Luckily for me, the caterer was very friendly and helpful in getting my hand properly bandaged.

With my hand throbbing, I finished my setup and was ready to play when the first guest arrived. Fortunately, the accident happened before I had dressed for the reception. Except for the bandaged hand, no one at the reception had any idea of the trouble I had experienced. From that point on, the night went well and I was able to provide the bride and groom with a great reception. When it was all over, the tow truck returned to escort my wounded chariot and I home.

Due to the bill from the towing company for the second tow that my road service wouldn't cover, the repair bill for the van, and the emergency bill for the stitches I got the next day, it was not the most profitable evening. It did, however, reinforce in my mind the importance of proper planning. This experience well illustrated the old show biz adage "The Show Must Go On!"

Pat McDonald, Twilight Entertainment, Rawson, Ohio

In A Perfect World, Most Any Amp Would Do.

But Then, We Don't Work In A Perfect World, Do We?

Smoky, grungy working environments. Insufficient AC service. Too many speakers. Typical conditions that stress most conventional amplifiers into distortion or failure sooner than later. And all good reasons why your system should be powered by Crown K Series amps.

The K Series features our revolutionary (and patented) BCA® circuit design to deliver massive amounts of power under the harshest conditions. Able to drive virtually any load without audible distortion, these amps are also incredibly efficient, requiring less power and generating less internal heat than any other amp on the planet. This efficiency means lower energy draw, fewer problems with subpar AC supplies and results in a rugged, fan-free, sealed chassis that's just two rack spaces high. Because there's no fan, these convection-cooled amps are virtually immune to environmental problems such as dust, cigarette smoke and spilled liquids (though like all amplifiers, adequate airflow is required).

		2Ω	4Ω	8Ω
K1	Dual:	750W	550W	350W
	Bridged:		1500W	1100W
K2	Dual:	1250W	800W	500W
	Bridged:		2500W	1600W

Output Power @ 1 kHz at Rated THD of 0.1%

Of course, K Series delivers the superior sound that Crown is known for—a tight, rock-solid low end, smooth, detailed highs and a well-defined midrange. In other words, sonic accuracy.

And, like all Crown amplifiers, the K Series is backed by our exclusive Three-Year, No-Fault, Full Warranty.

If you're ready for an amp that's ready for the real world, check out the K Series at your local Crown dealer or contact us at 800-342-6939 or via Fast Facts Fax at 800-294-4094.

crown

www.crownaudio.com

The Reviews Are In!

"★★★★★"

American DJ. AUDIO
QUALITY, AFFORDABLE, & RELIABLE PERFORMANCE!

djs wanted.

"...American DJ pumps up the volume with its PROformer Plus audio line, which includes the XDM-3633 Commander mixer. This loaded unit features balanced XLR outputs, three phono, six line, three mic and three aux, rotary kill switches. Its a monster for either club or mobile applications."
– Scott Rubin, *DJ Times Magazine*

"...I was extremely grateful for all the features this mixer [XDM-3633] offered. The build quality is of a high standard and the tactile rubber knobs are a nice touch...**this is the working DJ's mixer!"**
– DJ Dominic Montague,
Technologica Magazine (UK)

www.americandj.com

"...some of the finest DJ products on the planet!"
– DJ Cutting Edge
Sam Ash Music Stores
Westminster, CA

Hamster Cage -
Great additon to DJ Scratch Mixers!

"...we found the XDM-352 to be a well-designed, well-built mixer. It has a solid, rigid feel that says **"Roadworthy"** with ample inputs and options for most mobile (and club) applications."
– Robert A. Lindquist, Editor
Mobile Beat Magazine

Contact us today for product info, a FREE 1999 full-line Audio Catalog, or an authorized dealer in your area!

800.322.6337

e-mail: info@americandj.com

Distributed in Canada by Sounds Distribution
416.299.0665 • e-mail: sales@soundsdist.com

professional products designed for the working dj.

©1998 American DJ® Los Angeles, CA 90058 USA